Academic Text Development of Center of Excellence of Arts and Culture Universitas Negeri Surabaya

Trisakti Trisakti[1*], Raden R. M. K. M. Anggoro[2], Warih Handayaningrum[1], Pratiwi Retnaningdyah[3], Muhamad R. Abidin[4]

[1]Cultural Arts Education Study Program, Faculty of Languages and Arts, Universitas Negeri Surabaya, Indonesia
[2]Music Study Program, Faculty of Languages and Arts, Universitas Negeri Surabaya, Indonesia
[3]English Literature Study Program, Faculty of Languages and Arts, Universitas Negeri Surabaya, Indonesia
[4]Visual Communication Design Study Program, Faculty of Languages and Arts, Universitas Negeri Surabaya, Indonesia
`trisakti@unesa.ac.id`

Abstract. This research is designed to accelerate research performance achievement targets at Universitas Negeri Surabaya (UNESA) which are directed at academic excellence, commercialization, and implementation of research results, as well as economic and social impacts in society. This was achieved through strengthening governance, academics, and commercialization or utilization of technological results at the UNESA Center for Art and Culture Excellence. With innovation in a variety of art products that are a priority, UNESA will be able to accelerate competitive competitiveness, as well as develop artistic networks and potential resources. In general, the purpose of developing the Center for Arts and Culture at UNESA, namely in order to increase the capacity and capability of Universitas Negeri Surabaya in the development of art, on a local and global scale. As a new center of excellence and achievement of UNESA performance targets, the purpose of this research is to develop an academic text for the Center for Excellence in Arts and Culture at Universitas Negeri Surabaya. Academic papers are needed as an academic basis for running an accountable center of excellence. This study applied a development research (R&D) approach, which produced an output in the form of a Grand Design Academic Paper for the Development of the UNESA Art and Culture Center of Excellence.

Keywords: Center of Excellence, Arts and Culture, Grand Design.

1   Introduction

Universitas Negeri Surabaya (UNESA) has now transformed into a Legal Entity State University. This condition shows that the development of UNESA has reached a very significant stage of development. This is demonstrated through several achievements in the last 3 (three) years, including UNESA received Superior accreditation from the National Accreditation Board for Higher Education; Webometrics in 2023 places

UNESA at 3,585 in the world ranking of around 30,000 universities around the world (https://www.webometrics.info/en/asia/indonesia%20). The data shows that UNESA is in the 12% of the world's best universities. On a university scale in Asia Pacific, based on data from The Times Higher Education (THE) Impact Ranking 2022 (https://www.timeshighereducation.com/student/best-universities/best-universities-asia), UNESA ranks 601-800. On an Asian scale, based on data from the Quacquarelli Symonds Asian University Rankings for 2022, UNESA is ranked in the 651-700 range out of 760 educational institutions in Asia. In the Southeast Asia region, UNESA is ranked 103 out of 133 tertiary institutions with the same position as Universitas Negeri Malang. This neat position is confirmed by UNESA's position, ranked 21st nationally based on data from the 2023 Scimago Institutions Rankings (SIR). Strong and relevant in developing and strengthening research institutions, academic atmosphere, Human Resources support, facilities, and research funding. This condition is increasingly becoming relatively easy to realize because it is in accordance with the direction of strengthening research institutions to achieve academic excellence, commercialization, and implementation, including strengthening governance, academics, and commercialization or utilization of technological results at the Center of Excellence and Innovation UNESA. The 1st Place Award for Main Performance Indicators for State Universities Public Service Agency within the Directorate General of Higher Education, Research and Technology, Ministry of Education, Culture, Research and Technology which was just won in 2022, confirms UNESA's readiness to develop a Center of Excellence and Innovation as a form of institutionalization of various superior forms that have been produced so far.

The background of UNESA's highly prestigious performance achievements is of course sufficient support in order to propose a Higher Education Center of Excellence and Innovation. This idea is rationally and factually supported by the Higher Education Research Performance carried out by UNESA for the last ten years (2010-2020), according to data from the Directorate of Research and Development Systems 2020. From the data, it is clear that UNESA was supported by 1,042 staff during this time. lecturers and 100 foreign researchers, have produced 1,918 publications in accredited and reputable national and/or international journals, 346 copyrights, 727 papers presented in scientific forums, 200 papers presented in national and/or international seminars or conferences. Referring to the performance achievements, UNESA has established 3 (three) university superior focuses, namely; (1) Sport Science, (2) Disabilities, and (3) Arts. Specifically regarding the field of art as one of its focuses, it is rationally based on the capacity of human resources for adequate art lecturers, both in terms of academic qualifications, experience, and research productivity in art studies and art creation. Various products that have been produced by lecturers in the field of arts together with supervised students, include: (1) Publications in national and/or international journals, (2) Proceedings of national and/or international seminars or conferences, (3) Works of art (dance art), music, theatre, painting, sculpture, graphic design, batik, ceramics, metal crafts, wood crafts, and so on), (4) Videos of art learning content, (5) Textbooks, modules.

In addition to the availability of supporting human resources for lecturers in the arts who are relevant and adequate, they also have extensive experience and networks

outside the university, play an active role, as work as art gallery managers, painters, sculptors, art gallery managers, art foundation managers, educational foundation managers, designers, batik makers, fashion designers, art curators, gallery consultants, and so on. So far, all of these roles have been integrated with Tri Dharma activities and utilized by students and the community, including through workshops, discussions, exhibitions, and art or design festivals in the framework of developing collaborative lectures in the community. Adequate facilities and infrastructure also strengthen UNESA's contributive process in developing academic and non-academic arts, including performance hall, art gallery, batik studio, wood and metal craft studio, ceramics studio, photography studio, painting studio, sculpture studio, printmaking studio, mini studio for recording, high-speed wifi hotspot, web, and various equipment other supports. Apart from being used for routine Tri Dharma activities, these infrastructure facilities are also used for collaborative activities with other parties, such as art galleries, schools, artist communities, and the education office.

This research is designed to accelerate research performance achievement targets at Universitas Negeri Surabaya, which are directed at academic excellence, commercialization, and implementation of research results, as well as economic and social impacts in public. This was achieved through strengthening governance, academics, and commercialization or utilization of technological results at the UNESA Center for Art and Culture Excellence. With innovation in various art products that are a priority, UNESA will be able to accelerate competitive competitiveness and develop artistic networks and potential resources. The purpose of developing the Center for Arts and Culture at UNESA is to increase the capacity and capability of Universitas Negeri Surabaya in developing art on a local and global scale. The objectives of developing the Center for Excellence in Arts and Culture at UNESA are: (1) Producing a center for arts and cultural studies that is resilient, adaptive, and innovative based on entrepreneurship; (2) Producing the development of entrepreneurship-based creative and innovative industrial works; (3) Disseminating local artistic and cultural innovations as UNESA's excellence; (4) Realizing UNESA's artistic and cultural excellence branding; (5) Realizing professional governance and services in arts and cultural activities; and (6) Creating networks and collaboration, both nationally and internationally in the context of developing UNESA arts and culture.

1.1   Academic Manuscripts

Academic papers are an important part of research because they are the final results used to present the results of the research that has been done. Academic manuscripts have a clear and systematic structure, making it easier for readers to understand the results of the research that has been done. Therefore, researchers must pay attention to several important things in writing academic papers, such as understanding the research objectives, methodology, and results. According to Burns and Grove, academic papers must have a clear and systematic structure, from the introduction, research methods, research results, analysis, and conclusions and suggestions. This clear and systematic structure helps researchers present research results coherently and is easily understood by readers. Besides that, a lot of literature can be used to assist researchers

in writing academic papers. One of them is the book Writing for Social Scientists by Howard Becker [1], which discusses strategies and techniques for writing effective and clear academic papers. The book How to Write a Lot by Paul J. Silvia [2] can also guide researchers in writing high-productivity academic papers. By using this literature, researchers are expected to be able to write academic texts that are effective, clear, and easily understood by readers.

1.2   Art and Culture

Culture is "the whole system of ideas of action, and the work of human beings in the framework of people's lives which are made by human beings by learning [3]." Art and culture are an important part of human life. Art and culture are not only the identity of a nation but also a reflection of local wisdom and history of a region. Due to the development of society and economy, the migration of population, and the convergence and integration of national culture led to the gradual demise of many regional cultural traditions, such as traditional food production techniques, traditional customs and rituals, crafts, traditional patterns and aesthetic expression. In recent years, it has become the consensus of the whole people to explore the local culture with historical significance and value in the region and promote the study of the sustainable development of cultural tradition [4]. Thus, the development of art and culture is becoming increasingly important because of the influence of globalization and technological advances that can threaten the sustainability of local arts and culture. Therefore, efforts are needed to preserve and develop arts and culture so that they are not lost to modernization [5], [6], [7].

The development of arts and culture can also positively impact society, such as increasing creativity, enriching knowledge, and strengthening social relations between individuals. The duty of art design is to serve the public by designing pleasant, beautiful, ecological and comfortable environmental spaces. It is most closely related to human life, and it is able to change people's behavior and lifestyle [8]. In addition, arts and culture can also be a source of income for the community. Therefore, the government and society need to work together to develop arts and culture to benefit society as a whole [5]. In developing art and culture, efforts are required to preserve local wisdom and explore the potential of art and culture in the region. In addition, there needs to be support from the government and society to develop arts and culture, such as by providing adequate access and facilities for artists and performers [9], [10].

1.3   Development Goals

The development goals for the Universitas Negeri Surabaya (UNESA) Art and Culture Center of Excellence will consist of general and specific development goals. The general development goals of the UNESA Arts and Culture Center of Excellence will refer to the goals of developing the UNESA Center for Arts and Culture Excellence as a Center for Science and Technology Excellence, namely institutional strengthening, improving academic quality, and optimal utilization of research results. Meanwhile, specific development targets will be aimed at or related to several main

points of the development plan in the fields of research, collaboration, publications, training, and the development of facilities and infrastructure.
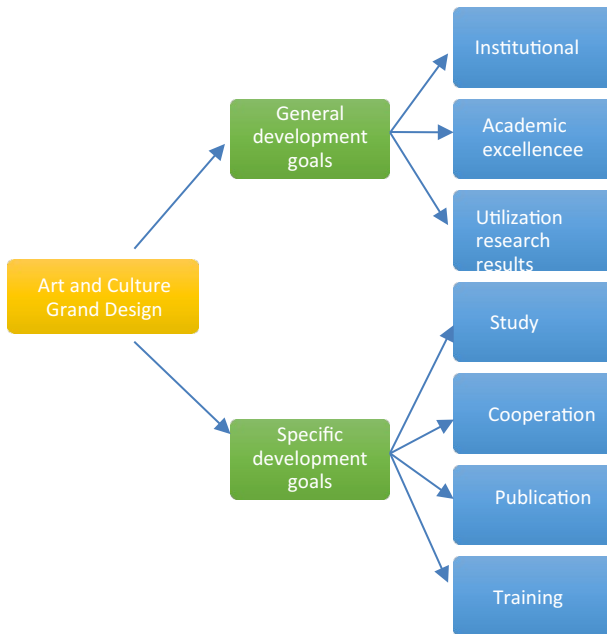

Fig. 1. Research thinking framework chart for the 2023 Unesa Arts and Culture Center of Excellence development.

2 Methods

2.1 Research Approach

This research applies a research development approach (Research and Development/ R&D), which aims to produce new products or technologies that are useful in improving the quality of human life. R&D is carried out by utilizing scientific principles and systematic techniques to achieve product or technology development goals. In R&D, several important steps must be carried out, such as needs analysis, product or technology design, testing, and evaluation. The result of R&D is a product or technology that has been tested and proven effective. According to Borg and Gall [9], R& D is defined as an effort to create something new or improve something already existing through systematic and continuous activities. R&D is carried out by utilizing scientific principles and systematic techniques to achieve product or technology development goals. One of the characteristics of R&D is a continuous and continuous process of improving a product or technology. According to Sugiyono [10], R&D is a product or technology development process that aims to improve the quality and performance

of existing products or technologies. R&D involves various stages, from user needs analysis, product or technology design, testing, and evaluation.

2.2   Data Collection Technique

After the researchers focused on the research objectives, the following data collection techniques were determined: (1) Observation, carried out to obtain data on education, research, and community service related to art and culture, especially those supporting science and technology development. According to Rohidi [11], in observation, a systematic description of the related components was revealed which became a substantial analysis of the master plan for the development of the UNESA Arts and Culture Center of Excellence; (2) Interviews were conducted with figures, namely special types of informants who are influential, prominent, and know a lot about the development of art and culture being researched. Character informants were selected based on their expertise; (3) Documentation, used to obtain second-hand information in various individual and organizational records. The information collected is in the form of previous records related to education, research, and community service related to art and culture as a reference or referral for preparing an academic manuscript for the Master Plan for the Center for Excellence in Arts and Culture. Data from documents should not contain bias [10]; and (4) Recording was used to assist observation.

2.3   Product Development Technique

This is the stage for realizing the design into an academic manuscript product. The Grand Design for the Center for Excellence in Arts and Culture of UNESA is as follows: (1) Together with the research team, they conducted an FGD (Focus Group Discussion) to formulate the main points that needed to be written down in an academic manuscript, (2) Each member of the researcher various tasks according to the target content developed, (3) Each research member explores by looking for the latest references on education, research, and community service, related to art and culture, especially those that support the development of science and technology, and (4) Carry out the preparation of academic manuscripts in accordance with the content that has been agreed upon. Prepare a description of the appropriate development material/content to achieve the target. Then, the academic manuscript product of the UNESA Center of Excellence in Arts and Culture that has been developed is given to experts to get input so that it meets the standards.

3   Results and Discussion

3.1   The Vision of the Center for Excellence in Arts and Culture of UNESA

Becoming a Center of Excellence for Multidisciplinary Arts and Culture Education with Tough, Adaptive, and Innovative Independence.

3.2   Mission of the Center for Excellence in Arts and Culture of UNESA

There are several mission of UNESA as follows: (1) Carrying out research in the arts and culture for scientific development, product creativity, and innovative services with a multidisciplinary spirit, which generates added value for UNESA as a PTN-BH, (2) Carrying out community service in the arts and culture for the dissemination of innovative ideas, products and services that benefit the community and provide added value to UNESA as a PTN-BH, and (3) Carrying out internal and external collaboration in the arts and culture for the universal dissemination of creative ideas, as well as developing a memorandum of understanding on UNESA's innovative products and services with a spirit of mutual benefit.

3.3   The Objectives of UNESA Center for Excellence in Arts and Culture

There are three objectives of UNESA as follows: (1) Producing innovative products and services in the arts and culture, which provide added value to UNESA as a PTN-BH (downstream and commercialization), (2) Implementation of activities to disseminate innovative ideas, products and services in the field of arts and culture, which benefit the welfare of the community, and provide added value for UNESA as a PTN-BH (downstream and distribution), and (3) The realization of internal and external collaboration in the field of arts and culture to build a universal creative cooperation network in developing a memorandum of understanding on UNESA's innovative products and services with a symbiotic spirit of mutualism (communication and collaboration).

3.4   The Strategy of UNESA Center for Excellence for Arts and Culture

There are several strategies of UNESA as follows: (1) Build a map UNESA Art and Culture Center for Excellence, (2) Compile UNESA Arts and Culture Center of Excellence academic manuscript, (3) Programming UNESA Center for Art and Culture Excellence, (4) Disseminate the work program of the Center for Arts and Culture of UNESA to the entire academic community, (5) Collaborating with the UNESA Institute for Research and Community Service (LPPM) to encourage increased research, community service, scientific publications, and works in the arts and culture, (6) Collaborate with UNESA Cooperation and Office of International Affairs (OIA) to improve networks, both nationally and internationally, (7) Organizing activities in the field of arts and culture, exhibitions, performances, demonstrations, competitions and festivals to enhance UNESA's branding as PTN-BH, and (8) Providing services in the field of arts and culture that generate added value for UNESA as a PTN-BH.

Implementation of the preparation of academic manuscripts UNESA Center for Arts and Culture is in optimal achievement of targets. The ultimate goal is to advance artistic and cultural innovation at Universitas Negeri Surabaya. The expected results

are explained as follows: (1) Development of academic excellence that runs optimally and simultaneously in increasing international standard research and products, (2) Increased dissemination of research and products included in reputable international journals (Scopus indexed), (3) Increasing the implementation of Scopus indexed international seminars as a concretization of the dissemination of research results, (4) Human resource development in relation to training, workshops and competency certification, (5) Improving research results to strengthen academic excellence from works of art and creative products based on arts and culture, and (6) Downstreaming and commercializing research products in national and transnational contexts.

In addition, the impact of the Center for Excellence in Arts and Culture program is as follows: (1) Producing research products that are disseminated in national and international contexts, (2) Producing research products that are copyrighted and licensed for Indonesian National Standard industrial products, (3) Building independence, autonomy, and automation of research and innovation management in the context of human resources and natural resources, and (4) Producing professional human resources in creating products from overseas collaborative research.

The academic text of the Center for Excellence in Arts and Culture of UNESA is guided by the research development roadmap for the Center for Excellence in Arts and Culture, for institutional strengthening, academic excellence, and the commercialization of research results with the development of human resources at UNESA which is focused on developing the community's creative ecosystem, with the following details. The first is creative ecosystem development and development. The development and fostering of creative ecosystems is carried out to strengthen and empower the community in the context of increasing the quality and quantity of products. The development and fostering of creative ecosystems is focused on creative communities in the regions.

The second is development of a digital business management system. Web development is very important in recording, recording and publishing the results of research conducted by human resources from UNESA. Website that supports and strengthens the Center for Arts and Culture Excellence, namely: https://pusenibud.unesa.ac.id/. The website can be accessed by the academic community and the general public to find information related to the institution.

The third is cultural arts-based creative product development. Product development as a result of research conducted by the Center for Excellence in Arts and Culture of UNESA has so far experienced an increase. Products resulting from research research are enrichment in the arts and creative industries. Develop products based on art and culture, local renewable materials, and support the promotion of culture and the internationalization of local products.

4   Conclusion

The academic papers of the Center for Excellence in Arts and Culture of UNESA play an important role as the foundation for institutional strengthening, academic excellence, and the commercialization of research results. Apart from that, academic pa-

pers can also serve as a guideline for teachers of arts and culture in developing their creativity and abilities in related fields. Thus, the academic manuscripts of the Center for Excellence in Arts and Culture of UNESA indirectly have an important role in the development of arts, culture and arts education in Indonesia.

Acknowledgments

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