Probing the Indonesian Academic VS Vocational Higher Education Websites: A Critical Discourse Analysis

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Abstract. This research aims to look into higher and vocational education websites in Indonesia to see how language is used to promote these universities in society. The websites of the top 5 universities and 5 polytechnics in Indonesia based on webometrics in 2023 were selected as keynotes for analysis. It is expected that the findings can be a useful reference for all Indonesian universities by applying certain strategies, from language use to academic processes and activities, because institutional websites are increasingly important to universities for admission and marketing practices. Through critical discourse analysis, this study examines the language used on the websites of 10 higher education institutions in Indonesia from three different perspectives. The first is to describe the properties of the text web page and visual elements by using descriptive analytics. The second component is interpretive analysis, which looks at language's functional elements as well as content to comprehend and clarify how language functions in connection to social systems. To explain social, historical, and cultural values, the third analysis is the social aspect. Given the importance of websites in higher education marketing and enrollment, we hope that all groups will be able to understand how language can be used to express a higher education identity organization's website to increase legitimacy and student interest.

Keywords: Higher education, website, discourse analysis

1 Introduction

Universities advertise themselves, set themselves apart from the competition, and draw in different target audiences, including potential students, funders, and alumni, by using text and graphics [1]. In the office, text and graphics are a constant problem. Certain attitudes, entities, people, ideals, and organizations are represented through language. Expressions change based on the context and the person using the language. Currently, the most important way to communicate within an organization on the Internet is through the university's website. The combination of discourse and language use types (text and images) on university websites has a more powerful message than

you might think. Understanding how a university expresses itself on its website requires an analysis of language use. Notwithstanding the significance of websites in higher education, there is still a dearth of study on institutional website discourses. This study analyzes texts and images to understand how universities use language as a means of communication in society. Currently, the creation of a higher education website involves (1) providing information on the university overview, (2) introducing academic programs, (3) providing information on facilities and equipment, and (4) providing information on activities that have been or are currently being implemented, (5) achievements, (6) scholarship information, (7) student registration, etc. [2]. Universities can also promote themselves through these websites.

In the context of university recruitment and admissions, institutional websites are becoming more and more significant. Institutional websites are preferred by universities because they facilitate the rapid dissemination of vast volumes of information to a large audience [3]. Universities aim to market their schools to generate distinct identities and impressions on a variety of target groups, including potential students, by fusing disparate discourses. Universities, like other organizations, therefore compete for customers, namely students and other resources. Use good language as an organizational way to improve your identity and reputation, recruitment, and adoption. Because educational websites are crucial as promotional tools for educational establishments, studies reveal that 60–70% of traffic to university websites originates from outside users, with the majority of these users being It demonstrates your interest in becoming a student. Approximately 84% of prospective students say they explore and learn about their selected universities using the university's website every year. This demonstrates the significance of websites in the college application process [4].

Increasing the amount of resources allocated to website design and upkeep is crucial. Because they emphasize the language that best characterizes your organization, the design aspects are especially intriguing. Managers in charge of marketing and admissions at colleges should constantly assess their websites to make sure the content is relevant to students. Universities have turned to commercial practices' advertising and marketing strategies via their websites to stay afloat in the face of growing competition. The result of language exchanges in written or visual representations is discourse. The words, concepts, pictures, components, events, meanings, and objects that make up representations are what give discourse its dynamic quality. A discourse model is created by combining representations and placing them within a context [5]. In the marketing materials that recruiters and university admissions offices provide, language usage plays a significant role in communication. Language is not just a necessary component of communication; it also does more than just transmit data.

The implementation and use of linguistic shape representation. [6] says language symbolizes two connected paths as a means of assisting with social identification and activity performance. and encouraging people to become a part of organizations, social

groupings, and cultures. Language is shaped by its cultural, economic, historical, political, and social surroundings, which also influence behavior and social norms. The production of meaning is inherently socially created, meaning it is never neutral. It is instead described as a person's social and cultural experiences. The resources available to its members determine an individual's capacity to understand, process, and use language; these resources are based on the individual's social and cultural position.

[7] implies that language exists inside a social environment and is the most prevalent type of social behavior. The social significance of a work is shown by its language. There is more to language than just writing and speaking. This covers a variety of communication mediums, particularly visual media. When university admissions offices and recruiters disseminate academic marketing materials, one of the main ways they communicate is through the use of photographs. Images are utilized to communicate a variety of behaviors, concepts, details, feelings, expressions, occasions, laws, and symbols in societies that rely heavily on visual communication. Visual structures reveal how experiences and social interactions are interpreted, much like language patterns do. A critical examination of websites related to higher education is required, considering the significance of visual language (pictures, videos, multimedia, etc.) in creating meaningful discourses and messages in addition to reading text.

2   Literature Review

2.1   Technology in Higher Education

According to the university's official website, the Internet is a valuable medium for the transmission of language and its components, including attitudes, goals, ideals, and values. Therefore, discourses—that is, texts and images—such as websites serve as venues for powerful expressions that reach audiences and validate particular institutional characteristics [8]. When connected to an Internet network, a website—which is essentially an assortment of information pages available online—can be seen from anywhere on the globe. In conclusion, a website is a collection of pages that may have text, still photos, videos, animations, sounds, and/or a mix of all of the above. As long as the website is linked to the internet, it may be viewed from anywhere in the world. Technology started to become a more important tool for targeting college admissions and candidate recruiting in the late 1960s.

There are two primary ways that the spread of websites and the Internet affects college admissions. Universities can preserve and enhance their distinctive image with the use of text and graphic aids. Higher education institutions depend on language and language conveyed through digital and electronic methods to represent them to audiences and markets, including prospective students, as competition for limited resources heats up. Images are becoming more and more important to us. Demand, expense, the introduction of materials, and new technology all work together to create an environment that invites the establishment of new businesses and rivals that go

straight for students from established colleges as well as from other organizations.

2.2   Higher Education Website

Universities and markets are compared in university marketing. Potential students are clients in this instance. Thus, the primary objective of this educational establishment is to make sales or attract as many prospective students as possible. [9] draw comparisons between service-seeking clients and pupils. Institutions are competing with one another to conduct more marketing research and provide training as a result of the growing development of international institutional marketing. Universities can introduce their institutions to the digital world and vice versa through their websites. University websites are becoming more effective at exposing a lot of information to the public as a result of technological advancements. Universities work hard to project a picture of themselves that communicates their distinct identity and shapes choices made today and in the future [10]. Universities are increasingly using marketing and promotion strategies targeted at enhancing higher education for consumers, or students, to live up to these expectations. Parents need to be in charge of their children's media, marketing, and advertising exposure, as well as message filtering. Both beneficial and negative consequences are possible. Positive comments are made about the website itself since it offers a wider variety of "information" about the university. The media is sometimes perceived negatively because it might contain hype, distortions, exaggerations, and disinformation. Promoting the value of higher education through marketing, advertising, and mass media manipulation is becoming more and more troublesome since it exposes parents and students to unfavorable influences.

2.3   Critical Discourse Analysis

Excessive promotional language and imagery are used on an institution's website to welcome potential students, as well as their target audience, and to build their brand to strengthen their identity and, eventually, their status. Although these methods rely on institutional websites, institutional websites' significance in higher education has not received enough attention in the literature [12]. Studies that look at the words and imagery used by colleges to portray themselves on their official websites are even more scarce. The study of critical discourse analysis places a strong emphasis on language consideration and context awareness. Within a scientific framework of the study of language, power, and society, critical discourse analysis has also been created as a theory and methodology [13]. The ambition of academics to combine and exchange the viewpoints of social theory and discourse analysis is where critical discourse analysis first emerged. When performing discourse analysis, semiotics, and linguistic analysis, this is a typical point of view.

Utilizing a methodical, social, and cognitive approach is necessary to comprehend how texts and society are read and explained. It focuses on the ways that language, as a cultural instrument, mediates privilege and power relations in institutions, social

interactions, and knowledge systems. This approach covers social and linguistic issues in addition to the features of cultural and social processes and systems. Discourse analysis's "critical" components frequently result in the causes and links being kept secret. By doing methodical studies to characterize, decipher, and elucidate language usage, scholars can identify factors and connections and establish connections with regional, institutional, and societal concerns. Comparing textual and visual elements with one another and at various times is another benefit of critical discourse analysis [14].

2.4   Previous Related Studies

[15] studied critical discourse analysis at a Saudi Arabian university in 2021. Language is a strong instrument that universities employ to affect society. By comparing and analyzing the various discourses used to represent the websites of Saudi universities in terms of social structure, critical discourse analysis can be used to shed light on the unanswered questions surrounding the contribution of these websites to understanding expression through their use of linguistic expressions and the intersecting factors that strengthen the enforcement of academic practices in Saudi social structures. He has studied the websites of five Saudi universities. He looked into community, organizational, and local textual and visual representations to analyze the regional scale. Studies reveal that the terminology employed highlights distinction and status. This realization implies that colleges have authority over the educational messages they disseminate to their audiences. Furthermore, phrases like "leader," "Vision 2030," "instructional training," and "competent" are used without further clarification. As a result, the descriptive analysis's findings raised doubts and exposed textual gaps on crucial subjects like financial aid, campuses, majors, and admissions. Furthermore, a focus is placed on encouraging diversity and acknowledging marginalized individuals. This study suggests that rather than emphasizing the amount of information, educational institutions should concentrate on the quality of the information. You should also utilize your mission statement to establish goals and directions that are in line with your community's requirements and feasible.

Additionally, [16] carried out a critical discourse analysis study that same year on the disparities in the coverage of South China Sea territorial problems by the New York Times and China Daily, two foreign news websites. This study uses systematic functional grammar in conjunction with Fairclough's three-dimensional framework for critical discourse analysis, namely transitivity analysis. The New York Times and China Daily News websites provided articles for this study. The findings indicate that both news outlets report on territorial disputes using verbal and dominant content processes; however, China Daily employs a less dominant content process than the New York Times. Following the probe, the New York Times stated that China had broken maritime norms about territorial disputes, but China Daily explained China's actions as normal since the territorial waters belong to China. As it happened, he was telling the

truth. Ultimately, this probe led to news reports from China Daily claiming that the American presence was meddling in waters claimed by China's rivals in the South China Sea and the New York Times claiming that China's response was illegal.

3   Methodology

To investigate language on university websites and representation on institutional websites, a qualitative study design was selected. Understanding the settings and circumstances that impact the actions and meanings that members of society and organizations like universities construct is the aim of qualitative research. Texts and pictures are employed at the local, organizational, and community levels to describe, analyze, and interpret texts and visual representations through critical discourse analysis. Based on Webometrics 2023 [17] and [18], this study aims to identify the top 10 websites for higher education in Indonesia, including both academic and professional ones.

Table 1. The Best Indonesian Higher Education Websites

Number	University	Polytechnic
1	Universitas Indonesia	Politeknik Elektronika Negeri Surabaya
2	Universitas Gadjah Mada	Politeknik Negeri Lhokseumawe
3	Universitas Brawijaya	Politeknik Pertanian Kupang
4	Universitas Airlangga	Poltekkes Semarang
5	Universitas Sebelas Maret	Politeknik Perkapalan Negeri Surabaya

All websites' text and picture discourse were analyzed as part of the data collection process. As previously stated, this study's critical discourse analysis incorporates both textual and visual analysis. The text analysis of Fairclough's university website was conducted using a linguistic analysis rubric that was grounded in his theoretical framework. Strong capabilities for text marker identification, language selection, organization, layout, alignment, and order are provided in this section. A rubric created by Kres and van Leeuwen (2006) was applied for visual analysis. This section covers visual aspects (actors, storyline, setting, etc.), actor type (black, white, female, etc.), and design (layout, graphics, background, relationships, etc.), even though visual analysis is still in its infancy and covers a vast range of topics.

4   Results and Discussion

The best higher education options in Indonesia, both academic and vocational, are

listed in detail below.

Number	Institution	Website	Foundation	City
1	Universitas Indonesia	https://www.ui.ac.id/	1849	Depok
2	Universitas Gadjah Mada	https://ugm.ac.id/id/	1949	Yogyakarta
3	Universitas Brawijaya	https://ub.ac.id/id/	1963	Malang
4	Universitas Airlangga	https://unair.ac.id/en/	1954	Surabaya
5	Universitas Sebelas Maret	https://uns.ac.id/id/	1976	Surakarta
6	Politeknik Elektronika Negeri Surabaya	https://www.pens.ac.id/	1988	Surabaya
7	Politeknik Negeri Lhokseumawe	http://pnl.ac.id/id/	1985	Lhokseumawe
8	Politeknik Pertanian Kupang	https://www.politanikoe.ac.id/	1984	Kupang
9	Poltekkes Semarang	https://www.poltekkes-smg.ac.id/	2001	Semarang
10	Politeknik Perkapalan Negeri Surabaya	https://ppns.ac.id/	1987	Surabaya

The "home" website of the university features written presentations that consistently highlight the achievements of prominent individuals engaged in campus events, maintaining a promotional discourse. The institution's identity and reputation are strengthened by this procedure. Additionally, the text context makes use of extremely familiar language to draw readers in and promote longer reads and more information searching. Short descriptive texts also encourage a feeling of connection on a local and global level. Viewers may be forced to go over to other sites because of their awkward placement and lack of vital information about bachelor's and master's degree programs, financial assistance, major selection, and the application procedure. This problem is opposed to research suggestions on online design, student preferences, and important choices. Here, academic higher education websites are more likely to provide straightforward text explanations than vocational higher education websites that use a lot of language.

Regarding visual discourse, the majority of the sample homepages frequently highlight intimacy and distinctiveness with featured photos of stunning outside and interior buildings or lively classrooms. This approach is in line with the marketing literature. Based on the official colors of the organization, the sample homepage's color palette is vibrant, indicating a concerted effort to establish a distinct corporate identity. This page's historical text aims to draw in and concentrate on as many potential students as it can. College campuses, student learning opportunities, sports and academic achievement, and regional and worldwide significance have, however, received less

attention. The vision, mission, and objectives of any institution also catalyze this conversation. The sample is mainly concerned with social constructions, which are statements that are meant for public consumption even if they are untrue. Put another way, scholarly higher education websites tend to be more colorful and visually appealing than their vocational counterparts.

We conclude that there is insufficient diversity in the representation of races and genders on the websites of the sample institutions. Even though these topics are the subject of discourse on the websites of international institutions, they receive little attention. In conclusion, social components are underrepresented on both university and polytechnic websites to adhere to social conventions and avoid sensitive subjects.

5   Conclusion

A website for higher education needs to be carefully developed. Websites are becoming more and more significant for educational institutions as well as students because they use language as a medium of expression and information. This qualitative study set out to compare and contrast the language used by Indonesia's leading polytechnics and universities to present themselves on their official websites. Additionally, we looked into how language is employed on these websites to convey social constructs like gender and ethnicity. According to the study, websites from polytechnics had poorer text representation than those from universities. Furthermore, compared to polytechnic websites, university websites have a visual discourse with more color and brighter graphic features. Nonetheless, social discourse is undervalued on the websites of universities and polytechnics.

Authors' Contributions

Beni Wijaya and Evi Agustina Sari made crucial contributions to the study's core. Tiur Simanjuntak oversaw the gathering of the data. Data analysis and manuscript writing were completed by Qingjian Li and Beni Wijaya. To enhance the manuscript's publication, they also offered feedback.

Acknowledgments

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