

MANAGEMENT OF HIGHER EDUCATION CHARACTER IN GLOBAL ERA

Ika Korika Swasti

Universitas Pembangunan Nasional (UPN) Veteran, East Java, Indonesia
ikaks.ma@upnjatim.ac.id

Abstract: This study aims to describe and explain the strategy to build the character of universities in UPN "Veteran" East Java. Using a qualitative approach with a single case study. Data were collected through interviews, observation, documentation and data analysis of qualitative descriptive. The final conclusion is that the sense of nationalism is raised, taught and introduced continuously through visual messages, verbal and behavior in all academic community will slowly create a certain pattern of behavior as the character of the organization. A culture of academic need role a team leadership in managing and involves all elements related and as a solid team work in order to produce an understanding of culture, psychic, aspirations, accommodation according to the spirit of the college. It required the commitment of all elements of the organization on the values of cooperation, awareness, sacrifice and devotion.

Keywords: character, academic culture

I. INTRODUCTION

Higher education as a service organization requires uniqueness and uniqueness that will be remembered by its users as a characteristic and superior value. Excellence is needed as one way of offering higher education products. Institute of Technology November 10 (ITS) Surabaya with engineering faculty as its superiority as its name, National Development University "Veteran" East Java with the name of Veteran and jargon as a state defense campus.

Education is an effort that can determine the direction of progress of a nation. And it is a process that can not be enjoyed instantly, but it takes time to know its success. In this regard, it is necessary that efforts and the application of a careful system in order to show satisfactory results. Education is also not just an effort to educate the nation's children in the academic field, but must be able to form the character and personality of students so that the generation of intelligent and noble character. A nation will be great if its generation has a good character and the formation of this character will only happen through the learning process.

UPN Veteran East Java as a state university continues to develop its character as a state defense campus as its superiority. By becoming a superior college and character defending the country with its vision: To be a superior university characterize defend country. The existence of a college is one of the marks of wiretapping society that is able to explore, develop, transfer and apply the necessary knowledge (Sonhadji, 2012). Knowledge continues to grow and develop because creativity, tastes and human intentions are also growing. The development of knowledge along with the development of environment that will also affect education. UPN Veteran East Java with the character of defending his country continues to explore, develop, transfer and apply science and technology based on the spirit of values of struggle and organizational culture.

Character is a concrete form of behavior that is shown and used continuously so that it becomes a habit and characteristic. According to Samani & Hariyanto (2013), the character is not merely the

attitude reflected by the behavior but also related to the underlying motives of attitude. Bela country is the attitude and behavior that must be demonstrated by every citizen to maintain the sovereignty of his country from all kinds of threats, disturbances, obstacles and challenges both coming from within and outside by referring to Pancasila and the 1945 Constitution. Keeping the sovereignty of the state is a duty and a right Every citizen according to Article 27 paragraph 3 of the 1945 Constitution. Education on the importance of maintaining the state's kedaulan needs to be taught and become the spirit of every citizen. UPN Veterans of East Java use the spirit of defending the country and make the state defend as its own subject.

Substantively the character consists of knowledge about morals, moral based feelings and moral based behavior. Academic culture running in a college course can not be separated from the synergy between the structure with the agent (Masruroh & Mudzakir, 2013). Academic culture is the result of inventiveness, taste and intention that contains academic values and norms agreed by all academic community will not be realized if there is no understanding (synergy) between message messengers (ideas, values) and message recipients and supportive bureaucracy. Academic culture is a complex process to produce the behavior that is typical of his academic.

Therefore, this study aims to describe how the character and academic culture is formed in universities, especially those that have been implemented in UPN Veteran East Java. The focus of the research is how the strategy to build character and academic culture so that the values of state defending become the attitude and behavior of the entire academic community and become the hallmark or the superiority of UPN Veteran East Java. The sub-focus in this research is the character of the state defense and academic culture at UPN Veteran East Java.

II. METHODS

A qualitative approach is used in this study. Data were obtained by interviewing techniques, documentation and observations collected about the character of the college, academic culture and

strategies used to build the character and academic culture. In qualitative research, researchers act as the main instrument that must be present directly in the field to collect data and relate to informants (Ulfatin, 2015).

Informant research is the people who are considered to know things that relate to the focus of research in depth and can be trusted for the data source. A team of policy makers on campus, lecturers and leaders. The collected data is analyzed descriptively with data reduction flow, data presentation and conclusion.

III. RESULTS AND DISCUSSION

Character of Higher Education

The components of a character are knowledge of morals, morally based feelings and moral based behavior. From the results of direct observation in the field, the researchers found the attributes, vision of the college mission associated with state defense. Jargon campus defend the state emblazoned at the entrance, the statue of the great commander General Sudirman, the vision also contains the state defend state. The results of interviews on the character of state defense in UPN Veteran East Java are summarized as follows:

Through the education of the state defend the basic values of state defense and implementation and what, why, how to maintain the sovereignty of the state from the threats, disturbances, obstacles and challenges both military and non-military that comes from within and from outside the unitary state of the Indonesian republic and consequently. And do the real activities that have been planned before. Reinforcement through observations and field activities such as flag ceremonies, flower sprinkles in the hero's grave garden, museum visits made on their own initiatives / groups and reporting activities. Following outbound state defending held university (I.W.Ed.18032016).

Academic Culture

From the observation in the field, the researcher found the activity of the students who participated in the flag ceremony held every 17th and on the national holidays. The participants of the ceremony are lecturers, educational staff and students. Students must attend the ceremony, especially those who are following the lecture of Pancasila, Citizenship and Education Bela Negara.

The implementation is carried out in rotation in accordance with what has been established by the rectorate. On the day of the hero besides the ceremony there is also a flower sowing activity in the hero's grave garden which is followed by all the lecturers, education personnel and students who are studying in the state defenses. All lecturers and educational staff and all officials must participate in the state defending training in the Depo Bela Negara Rampal. From the results of interviews about academic culture summarized the results as follows:

Attitudes reflected by the behavior and motives underlying the knowledge of morals and feelings are introduced continuously through verbal and non verbal communication addressed to the entire academic community and stakeholders (II.W.P.060617).

The basic pattern of values, expectations, habits and beliefs As a college that holds the struggle of relatives or veterans of the nation to struggle through education, UPN "Veteran" of East Java implements the national curriculum and local curriculum one of which is the state defense education as the eyes Lecture that every student must follow after they get Pancasila and Citizenship lectures. UPN Veteran East Java as a means of education laboratory of state defense for two other UPN namely Yogyakarta and Jakarta. (I.W.R.011216).

Because the country's defense is unique. The layman means that defending the country is his duty of the army, take arms and war. But in truth defend the country to maintain the sovereignty of the state and the obligations of all citizens. Embryo characters defend this country began to be introduced in UPN Java in 2011. At that time UPN Yogyakarta and UPN Jakarta rejected the existence of the state defended course and remain with the local course Widya Myat Yasa. In East Java UPN was once rejected by senior lecturers because Widya Myat Yasa feel is enough. So at that time I slowly put the out bound in the course Widya Myat Yasa which in the end this is the embryo of the practice of the state defending course. Giving understanding to senior lecturers takes a year (I.W.Wb.230117).

Academic values and norms that are shared with the entire academic community to guide in carrying out the task to achieve the goals of universities. The values that are introduced as the hallmark of the college are delivered collectively through lecturer meetings, educational staff, students or meetings outside of college. The identity of the college binds members of the community into a unity of view that creates uniformity of conduct or acting. And in the long run will give birth characteristic / pattern of behavior / character.

Continuous recognition will make it a habit. If the programming of the mind through learning to defend the state and supported by all parties in the organization it is expected to emerge candidates of the nation who have the character of love the homeland, willing to sacrifice for the nation and country. A unified view of behaving and acting in the long run will give birth to the same values, expectations.

Strategy to Build Character and Academic Culture

As a commitment to make the country as an icon UPN Veteran East Java then the results of observations and documentation in the form of archives are summarized as follows: the value of the university is combined with the basic value of state defense in character formation strategy. The start of the state defense education program in the year curriculum 2012/2013.

A total of 32 State Defense Education lecturers from all faculties both senior lecturers and young lecturers from various disciplines after following Training of Trainers (TOT) defend the country. The goal is to provide early provision to the lecturers of education, especially in developing outsourcing values in the form of outbound training held at the Depo Pendidikan Bela Negara Rindam V /

Brawijaya Malang for 2 days. Furthermore, to form the coordinator of state defense education and develop a plan of learning programs, textbooks and teaching guides.

In addition to TOT for lecturers also conducted training trainee (training trainee) outbound held on 4-5 May in the room Bromo. Followed by 20 students (6 Menwa, 6 Mahapala, 2 choirs, 4 Scouts and 2 Marching Band). Training materials: character education, state defense education for students, character building exercises, leadership, group dynamics and evaluation. The training is prepared as an assistant coach who serves as a lecturer assistant in the classroom or in the field in the state defense class. This assistant is expected to be an example despite having busyness but has high discipline, commitment, and combat value.

Strategies undertaken in the formation of the character and culture of the organization through the introduction, the disclosure of the values of state defense and organizational values through classroom learning (theory) with the weight of 2 credits and learning outside the class (practicum) with the weight of 1 credits. The prerequisite of following state-sponsored education for students is to follow the courses of Pancasila and Citizenship.

Implementation of the practicum is to include activities that lead to leadership, following out bonds implemented / planned in UPN Veteran East Java, develop creativity and perform community service with the theme of defending the country. This learning activity is based mentally, physically done by outbound, emotional and subliminal (students are directly involved to study the history of the nation by visiting the museum, following the ceremony activities and sowing flowers in the hero's grave, inviting others to get to know the values Base of state defense through dedication activities), attending existing seminars, trainings or extra-curricular activities or organizations inside / outside the campus.

KKN is implemented in two strategies, namely: (1) KKN in campus in the form of giving state defense materials, physical and psychological training through out bound bela country, and (2) KKN out campus in the form of implementation in society. With this debriefing is expected to be able to face the problems faced in the field with discipline and motivation to build the nation.

For officials, lecturers and employees in turn are obliged to attend basic training in state defense. With the aim to recognize the archetype of the values of state defense and organizational values, expectations, habits and beliefs shared with all members of the organization as a guide in carrying out the task to achieve the goals of college. And until May 2016 nearly 90% of lecturers and education personnel have attended basic defense training.

IV. DISCUSSION

1. Character of Higher Education

Character colleges can be formed through introducing the basic values of college and its implementation as well as what, why, how about the

importance of these values for college. Each activity is significantly embedded in the values that have been planned beforehand. Reinforcement through field observations is expected to elicit behavior that will later become a college character. Character of college can be seen from the behavior of students, lecturers and educational staff.

2. Academic Culture

The behavioral perspective of Watson in Sumanto (2014) writes that in understanding social behavior, it can be done with an approach that focuses on the mind, consciousness, or imagination. In objective psychology the focus must be on something that can be observed, what is said and what is done. So to analyze the academic culture in this research the researcher observes directly what is seen in the field, what is perceived by the academics and the people around him, what is said by the people around the campus and academics.

Culture is a reflection of attitudes and behaviors that are considered suitable and beautiful which is the result of mutual agreement among members of the community. In order for good values and want to be the hallmark or hallmark of a college then it takes something different, interesting and needed by others. Mind, consciousness, or imagination. Cultural leaders provide examples of these values in each activity to be observed and followed. The focus is on something that manifests real behavior that is on what is said and what is done.

According to behavioral followers, certain stimuli and responses can be associated with each other, and produce a functional relationship. The stimulus in the form of learning materials is introduced through the education of state defense and generate responses in the form of knowledge and understanding of state defense, then applied in life in society and become individual characters in the college.

3. Character Building Strategy and Culture of Higher Education

Kesuma, et al (2012) writes that character education is practiced in school practice with a holistic approach. This means that all members of the school start teachers, employees and students should be involved and responsible for the implementation of character education. Character development must be integrated into every aspect of school life. Formation of character and culture of college also can not be separated from the role of all academics. Directing all academic community to be involved and responsible for the state education at UPN Veteran East Java requires the leadership of the team. The team is a working group formed with the goal of jointly achieving the goals of the organization, having the expertise to complement each other and commit to the same mission in achieving performance (Rivai, 2009).

The management and involvement of all the elements that exist within the organization as a solid team work to generate understanding of culture, psychic, aspirations, accommodation according to the spirit of college. For that it is necessary Commitment

from all elements of the organization on the values of cooperation, awareness, sacrifice and devotion. Development of the character of the college with: (1) appreciation or internalization of the standards of right and wrong, (2) the development of attitudes and reactions of empathy, and (3) the development and the acquisition of moral standards.

The formation of character and academic culture starts from introducing the values that are considered good and communicated continuously which will further be understood as the attitude and reactions of empathy. The embodiment of character and academic culture occurs in the understanding, development and implementation of values in everyday behavior as academics or academic community.

The Curriculum Center of the Ministry of National Education (2011) suggests 4 things that can be done for the development of school culture and character development, among others: activities are carried out continuously and consistently at all times, spontaneous, exemplary and the creation of conditions that support the implementation of education. Character building media and academic culture can be communicated through media models and non-model media.

Media models are all media in the form of people's behavior (speech, actions, attitudes) that appear and are visible. Behavior as a model can arise from lecturers, officials, employees or students. Emerging models must show harmony, mutual support and complementarity. Avoid the emergence of contradictory models between organizational members and organizational leaders. Non-model media is all media in the form of print media, audio or audio visual or artifact that has a major influence on the guidance of the character of the academic community. Can be rules, sanctions, firmness or discipline.

V. CONCLUSIONS AND SUGGESTIONS

The success of character formation is determined by the conformity factor between what is in the student's self with the outside stimulus or the conditioned environment. The role of lecturers in directing, motivating, influencing and giving examples or role models affect the formation of the desired character.

The sense of nationalism raised, taught and introduced continuously through visual, verbal and behavioral messages in all academic community will slowly create a certain pattern of behavior as an organizational character. The formation of academic culture requires the role of team leadership in managing and involving all relevant and relevant elements as a solid work team in order to generate a cultural understanding, psychic, aspirations, accommodation according to the spirit of the college.

For that it is necessary Commitment from all elements of the organization on the values of cooperation, awareness, sacrifice and devotion. By building an organizational culture will form the character of the organization as his trademark. Everyone will see this characteristic as an organizational character.

REFERENCES

- [1] Kesuma, D., Triatna, C., & Permana, J. 2012. *Pendidikan Karakter: Kajian Teori dan Praktik di Sekolah*. Bandung: PT Remaja Rosdakarya.
- [2] Masruroh, A. & Mudzakkir, M. 2013. *Praktik Budaya Akademik Mahasiswa. Paradigma*, 1(2), 1-9.
- [3] Rivai, V., & Mulyadi, D. 2003. *Kepemimpinan dan Perilaku Organisasi*. Jakarta: RajaGrafindo Persada.
- [4] Samani, M., & Hariyanto. 2013. *Konsep dan model Pendidikan Karakter*. Bandung: PT Remaja Rosdakarya.
- [5] Sonhadji, A. 2012. *Manusia, Teknologi dan Pendidikan Menuju Peradaban Baru*. Malang: UM Press.
- [6] Ulfatin, N. 2015. *Metode Penelitian Kualitatif di bidang Pendidikan: Teori dan Aplikasinya*. Malang: Media Nusa Creative.