

The Contribution of University Promotion and Academic Supporting Infrastructure and Their Impacts on Students' Intake in International Class Program

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Abstract - Universitas Negeri Semarang is truly committed to becoming a University with an international reputation. To achieve this goal, international class are run within the university to attract students from overseas. This international class not only offers courses taught in English as its instructional language but also its curriculum is developed based on the international level. The international curriculum has been developed by using a sister curriculum system to pursue education in an international standard. However, internationally standardized curriculum alone is not sufficient to attract students from overseas. Therefore, university must have promotion programs both nationally and internationally. Universitas Negeri Semarang has used its social media, printed media, and direct promotion via visiting lecturers, exchange students to promote the international programs. Universitas Negeri Semarang is now also increasing its academic supporting infrastructure. Therefore, this study is aimed at finding out the contribution of university promotion and academic supporting infrastructure and their impacts on students' intake in international class program. This study employed mixed approach with analytical survey design and case study. Questionnaire, direct observation, and interview were conducted to perform the data collection. Close ended questionnaire, observation checklist, and interview were used to collect the data. The data were then analysed quantitatively and qualitatively. The quantitative data were analysed by using regression analysis to figure out the contribution of university promotion and academic supporting infrastructure to the students' intake in international class. Open coding was used to find the theme of the qualitative data.

Keywords: university promotion, supporting infrastructure, student's intake, international class

1. INTRODUCTION

Universitas Negeri Semarang is truly committed to becoming a University with an international reputation. To achieve this goal, international class program are run within the university to attract students from overseas. This international class not only offers courses taught in English as its instructional language but also its curriculum is developed based on the international level. The

international curriculum has been developed by using a sister curriculum system to pursue education in an international standard. However, internationally standardized curriculum alone is not sufficient to attract students from overseas due to international competition. Many universities overseas are also making attempts to attract students both nationally and internationally. Each has its way to attract students. However, there is one thing common for each of them and that is university promotion via various media.

Universitas Negeri Semarang must have promotion programs both nationally and internationally to win this competition to attract students. Universitas Negeri Semarang has used its social media, printed media, and direct promotion via visiting lecturers, exchange students to promote the international programs. Those promotions of the universities primarily focus on their academic supporting infrastructure. The academic infrastructure is one of the main selling points for the university to promote itself to its prospective students. Learning process can take place effectively if it is supported by proper infrastructure such as library, laboratory, campus internet service, internal transportation and etc. Therefore, Universitas Negeri Semarang is now also increasing its academic supporting infrastructure. Universitas Negeri Semarang has a new library with an international standard, international journal and library subscription, increasing the speed and the bandwidth of the internet service, health center, university hotel, university canteen and etc. Those improvements are aimed to increase the students' intake to Universitas Negeri Semarang. Therefore, this study is aimed to figure out the contribution of academic promotion and infrastructure to students' intake for international class program in Universitas Negeri Semarang.

Many studies have been conducted to academically and scientifically compare education systems in supporting instructional processes in two universities. However, there are few studies specifically focusing on investigating the contribution of academic promotion and infrastructure to students' intake for international class program in Universitas

Negeri Semarang in both universities. The purposes of this present study are to find the contribution of university's promotion to the students' intake for international class program, to find the contribution of infrastructure to students' intake for international class program, to find the contribution of both university's promotion and infrastructure to the students' intake for international class program

2. RESEARCH METHODOLOGY

This study employs mixed approach with analytical survey design and case study. This study uses positivistic research paradigm with two independent variables and one dependent variable to describe the directed dependencies among a set of variables. This includes models equivalent to any form of regression analysis, factor analysis, canonical correlation analysis, discriminant analysis. The general linear model that examine the impact of a set of predictor variables on multiple dependent variables. It also uses multiple regression in that the effect of multiple predictors on a criterion variable can be assessed.

According to Gay & Diehl (1992), survey research methods are a general method of research that uses questionnaires and interviews as instruments to collect data. Zikmund (1997) added that the survey research method is one of the research techniques in which information is collected from a number of samples in the form of people, through questions. Bailey (1982) argues that the survey research method is a research method in which the data collection technique is done through questions - written or oral.

Survey research is divided into two based on its purpose; 1) descriptive survey that aims to provide an overview / explanation of something and 2) analytic survey that aims to conduct an analysis (Soehartono, 2000, 54). Descriptive survey is carried out with the aim to present a picture of a phenomenon. Descriptive surveys use data collection techniques such as interviews, questionnaires, or observations. Statistics used to analyze data in descriptive surveys are descriptive statistics (central tendency, size of distribution, and size of correlation).

Second, an analytical survey that aims to conduct an analysis of a phenomenon. Data generated by analytic survey methods in the form of quantitative data. The purpose of the analytic survey method is to draw conclusions and interpret data or test hypotheses. Thus, the statistics used are inferential statistics.

This present study uses analytical survey to find the contribution of university promotion and supporting infrastructure and their impacts on the students' intake in international class in Universitas Negeri Semarang and its partnering university.

The data of this study consists of qualitative and quantitative data. The qualitative data are in the form of the text as the results of the face – to – face interview the stakeholders in Universitas Negeri

Semarang and its partnering university. The quantitative data are the responses from the close – ended questionnaire with 5 – point Likert scale which will be analysed by the general linear model that examine the impact of a set of predictor variables on multiple dependent variables. It also uses multiple regression in that the effect of multiple predictors on a criterion variable can be assessed. The quantitative data were analysed by using regression analysis to figure out the contribution of university promotion and academic supporting infrastructure to the students' intake in international class. Open coding was used to find the theme of the qualitative data.

The data are gathered using questionnaire, focus group discussion, and observation on the implementation of the distant learning in Universitas Negeri Semarang. The questionnaire is mailed to the universities and the university is given one month to complete the questionnaire. To review and recheck the answers given on the questionnaire, a live focus discussion group is held between the reasearchers and the university.

The data in this study are gathered in these following steps: Observation will be conducted at the Universitas Negeri Semarang and its partnering university. The observation will focus on how the universities implement the distant learning process. The instructor, curriculum designer, and the head of international class program will be interviewed. The aim of the interview to the curriculum designer and the head of international class program is to gather the data on the distant learning process. These following questionnaires will be used in this study: 1) closed ended questionnaire using Likert Scale, and 2) open – ended questionnaire to explore deeper regarding the nature conservation in its learning process. The data from those instruments will be triangulated to get authentic data.

3. RESULTS OF THE STUDY

External international promotion

Universities' promotions have two channels of international promotion, external and internal promotion. External promotion means that the university actively engages with promotion activities outside of the country. In addition, internal promotion means that the university invites the prospective partner from overseas university to come on an international level agenda. One of the external promotions is educational exhibition at the targeted countries. Universitas Negeri Semarang has joined the educational exhibition at College Counseling Day at Ho Chi Minh City on to promote international classes and short courses held by Universitas Negeri Semarang.



Figure 1 UNNES joins College Counseling Day

The Rector of Universitas Negeri Semarang himself have also actively promoted Universitas Negeri Semarang through visiting professor program at Monash University, Australia. This exemplary promotion could bring positive academically impacts to Universitas Negeri Semarang as a reputable institution.



Figure 2 The Rector of UNNES on A Visiting Professor Program



Figure 3. The Visiting Professor Program at Monash University



Figure 4 The Visiting Professor Program at University Ho Chi Minh City, Vietnam

The visiting professor program is held annually to Universities in SouthEast Asia such as Malaysia, Vietnam, Singapore, and Malaysia. This Rector of Universitas Negeri Semarang, Prof. Dr. Fathurrahman, M.Hum himself delivered the lecture during the visiting professor program at the partnering universities such as Universitas Pendidikan Sultan Idris, Malaysia, Monash University, Australia, University Ho Chi Minh City, Vietnam. The Rector of University Negeri Semarang becomes the example of the International University promotion. His footsteps are followed by other academicians to promote Universitas Negeri Semarang through academic programs at partnering universities.

The results show that Prof Dr Abdurrachman Faridi M. Pd from Faculty of Languages and Arts and Farid Ahmadi S. Kom M. Kom Ph. D from Faculty of Educational Science were invited to become visiting professors for a semester at Arab Open University, Jeddah, Saudi Arabia.



Figure 5 The Visiting Professor Program at Arab Open University, Jeddah, Saudi Arabia

This positive academic ethos also inspires the students of Universitas Negeri Semarang to also actively promote Universitas Negeri Semarang at an international level. The students joined international events overseas such as Model of United Nations, International championship, Summer camp and such.



Figure 6 Students of Unnes at MUN, Vietnam



Figure 7 Pandawa Evolution of Unnes at Energy Challenge, Okinawa, Japan



Figure.8 Pandawa of Unnes at Urbanconcept ICE pada ajang Shell Eco-Marathon Asia 2019

The students of Universitas Negeri Semarang become the brand ambassadors for the university actively by joining and winning the international level event and competition.

Internal international promotion

Internal international promotion is held to invite the partnership from overseas to attend in Universitas Negeri Semarang. Internal international promotion takes these following forms: international conference, University President Forum, International Guest Lecture, and International inbound visiting professors. The first agenda is the international conference which is always held annually by each faculty in Universitas Negeri Semarang.



Figure 9 International Conference on Science, Education and Technology

International Conference on Science, Education and Technology (ISET) is one of the international conferences held by Universitas Negeri Semarang. ISET always invites keynote speakers from the university partners such as Universiti Pendidikan Sultan Idris, Universiti Teknologi Mara, Malaysia, Monash University, Kasetsart University. ISET is always broadcast by the partners of Universitas Negeri Semarang in Indonesia on live streaming on Youtube. The aim of ISET is to create and maintain partnership with universities in Indonesia and overseas. Faculty of Mathematics and Natural Science also holds International Conference on Mathematics, Science, and Education (ICMSE) annually.



Figure 10 International Conference on Mathematics, Science, and Education

In addition to Faculty of Mathematics and Natural Science, Faculty of Engineering also holds The Engineering International Conference on The Concept and Application of Green Technology (EIC).



Figure 11 Engineering International Conference

These international conferences become an international scale promotion event for Universitas Negeri Semarang in addition to the scientific platform to discuss recent findings of the presenters. International guest lecture programs are also held by each unit in Universitas Negeri Semarang as a form of promotion to universities partners. This international guest lecture program is different from the international conference. The international guest lecture programs are meant for students of Universitas Negeri Semarang with the invited speaker from overseas universities.



Figure 12. International Guest Lecture Program from Universitas Pendidikan Sultan Idris,



Figure 13. International Guest Lecture Program from Monash University, Australia



Figure 14. International Guest Lecture Program from Prof. Brano, Slovakia

Universitas Negeri Semarang also invites researchers from overseas universities to conduct its research in the existing laboratories in Universitas Negeri Semarang.



Figure 15. International Collaborative Research Program

4. CONCLUSIONS OF THE STUDY

The conclusions which can be drawn from the results of the study are: Universitas Negeri Semarang actively promotes itself in an international level, the promotion takes place in two forms: internal and external promotion, Universitas Negeri Semarang actively sends delegates in various international academic events as the external promotion, Universitas Negeri Semarang also invites its international partners in international conferences, guest lecture programs, and international collaborative research.

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