

# Internalization Strategies of International Affairs Office in Promoting the Centre of Excellence in Art Education

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## Abstract

*Indonesia has been developing the modern education system and strategies to achieve competitiveness, collaboration, and creativity. These three issues in higher education are expected to fulfill the needs for the integrated curriculum of 2013 which may produce Indonesian people who have highly standard of productivity, creativity, innovative, affective through strengthening on integrated attitude and behavior, relevant skills, and knowledge. The Indonesian government tries to support all kinds of programs and facilities to enhance universities in developing their capacities, integrity, and competence to get more opportunities in optimizing the quality standard of education to become world class Universities. Therefore, it is understandable that Indonesian government's homework to socialize and support the educational institutions need more attention. The issue on strengthening the quality of University standard becomes a good way to meet the criteria to be a world class university. Academic challenges also possibly hold a positive effect on this issue. Being international and reputable university is truly glorious. And it is what ISI Yogyakarta expected in the future. Although it is not easy to come to that moment, but ISI Yogyakarta needs some strategies in getting involved to achieve the dream. By referring to the vision and mission of ISI Yogyakarta and the management strategies of Unit of International Affairs, there are two questions being discussed in the paper. They are as follows:*

- 1. What are the initiative International programs proposed by Unit of International Affairs to promote ISI Yogyakarta?*
- 2. What are the strategies to strengthen the existence of Unit of International Affairs in serving better support in art education?*

## Introduction

During the decades, Indonesia has been building a great motivation to develop any strong potential on every aspect of nation life. One big effort to support the potentials lies on how to develop Indonesian character through education. As we understand that education is one of the most important and influential aspects of a country might consider.

Since the issue of developing the education strategic system, the Indonesia government tries to enhance the capacity building on education by focusing on the educational programs through some stages. The stages have been started from the Indonesian curriculum and education system.

Indonesia has been developing the modern education system and strategies to achieve competitiveness, collaboration, and creativity. These three issues in higher education are expected to fulfill the needs for the integrated curriculum of 2013 which may produce Indonesian people who have highly standard of productivity, creativity, innovative, affective through strengthening on integrated attitude and behavior, relevant skills, and knowledge. This is not easy for Indonesian government in building the awareness to get the ultimate dream for being world class universities for Indonesian Educational Institutions. However, it is understood that the Ministry of Education and Culture is strongly supporting universities to become world class universities by pointing at the strategies for being recognized and reputable universities as the first priority in the earlier stage.

To strengthen the strategic issues to achieve the goal, the Ministry of Education and Culture of Indonesia Republic pays more attention on engaging any elements and structures to support each university becoming reputable university. Optimizing the education standard of Indonesian higher education has been developed through curriculum, strategic plans, and academic staffs' competence. These three programs are very crucial to be discussed for we understand the ultimate goals of becoming world-class university.

### **Building the Quality Standard of Education to Promote World-Class University**

The term “world-class university” has become a catch phrase, not simply for improving the quality of learning and research in higher education, but also, more importantly, for developing the capacity to compete in the global higher education marketplace, through the acquisition, adaptation, and creation of advanced knowledge (Salmi and Liu, 2011:10). Being a world-class university is not easy to achieve as many considerations and policies need to be met with the local standard of education and capacity building. However, it is not a dead-end for Indonesian higher education since we are aware that strategic plans on education system should be engaged with the needs. Aldin

and Lin (2004) say that in order to meet the criteria of being a world-class university is as follows: international reputation for its research, international reputation for its teaching, has a number of research stars and world leaders in their fields, it is recognized not only by other world class universities but also outside the world of Higher Education, internationally well-known programs and researches, attracting the best students from around the world, has diversified sources of income, has a first class management team with strategic vision and implementation plans, generates innovative ideas and produces basic and applied research in abundance, produces path breaking research output recognized by peers, produces graduates who end up with positions of influence and/ or a power, graduates occupy important positions in society, give good contribution to society and humanity, continuous benchmarks with the world's top universities and departments, and has the confidence to set its own research agenda.

ISI Yogyakarta as an art-institute is trying to negotiate with the condition and needs to be well-known and reputable. Although being world-class institute is a far from the achievement, it is hopefully not beyond the expectation in the future. Therefore, ISI Yogyakarta has been trying to accommodate and answer the challenges.

The issue on strengthening the quality of university standard becomes a good way to meet the criteria to be a world class university. Salmi and Liu (2011: 17) propose that besides having some aspects in optimizing better quality standard of education, each university is engaged to have excellent competence which is able to:

- a. Develop students' potential to become great scholars who are skillful, dignified, and useful for country's development and society, and actively compete in global market;
- b. Give solutions for social development, economics, and welfare; develop and create science and technology which can enhance competitiveness; and build capital knowledge through research and people's empowering.

Policy makers and university leaders search for strategies and pathways, often borrowed, for establishing such universities and identify the challenges, costs, and risks. They have developed diverse strategies, some innovative and progressive, others copying policies elsewhere, whether relevant or not (Postiglione and Jung, 2013: 249). Becoming WCUs could not be accomplished without a favorable policy environment to permit individual institutions with respected academic leaders, clear mission and goals, strategic

planning, and supportive internal environment for academic staff development to translate the institutional vision into concrete targets and programs.

The Indonesian government through the Ministry of Education and Culture is eager to answer the basic needs of better education for all citizens. Many concepts and programs have been introduced and socialized to enhance and support better understanding on how important the education is. It is not easy to make better education being formulized for all Indonesian people. Therefore, the Ministry of Education gives many opportunities for all Indonesian people to have better education by providing a nine-year free education for students. In the future, the government is expecting the highest standard of education through the educational programs that there will be other possibilities for all Indonesian people to get free education from Elementary School to University.

Academic challenges also possibly hold a positive effect on this issue. Each university is strongly supported to manage the strategic plan and programs to get the points in achieving the goal to be the world-class university by providing the students such as: scholarship, good facilities, open-access of technology, and supporting the academic staffs in exploring competency and knowledge. There are some considerations for involving academic challenges to meet the criteria, i.e. tools of learning, academic environment, over more programs, concerns on budget, web based information and communication, readiness of faculty member, international facility standards, proactive action on identifying the potency of networking, and primary services (Sailah: 2014).

### **ISI Yogyakarta (Indonesia Institute of the Arts Yogyakarta) and the Initiative Programs to be the World-Class University**

ISI Yogyakarta is a well-known art institute in Indonesia and assumed to be famous world-wide. Following the amalgamation of ASRI (Visual Art Academic), AMI (Music Academy), and ASTI (Dance Academy) in 1984, ISI Yogyakarta has become the largest art institutions in Indonesia that operates under its own Statute and by laws with main source of funding from Government grand in addition to students tuition fee. In regards to the primary vision as the center of excellence of art education, ISI Yogyakarta strives to conduct exemplary education in the fields of art creation and research that is attuned to technology advancement through intellectual or emotional transformation.

ISI Yogyakarta is located in a strategic-cultural city, Yogyakarta, and tries to provide a miniature of art center. It serves scholars, academicians, and art experts to be involved in supporting the art education. Collaborative programs initiated with some overseas partners have been successfully developed. Unit of International Affairs is one of the supporting elements in organizing and managing the collaborative and partnership programs with them. Exhibitions, music concerts, art workshops, joint-seminar, and master classes are common activities to develop and strengthen the cooperation among all. As having a look at deep understanding on supporting the world class university, here we can see how ISI Yogyakarta comes into discussion on the purposes of being the world class university.

Being international and reputable university is truly glorious. And it is what ISI Yogyakarta expects for in the future. Although it is not easy to come to that moment, but ISI Yogyakarta needs some strategies in getting involved to achieve the dream. In 2011, ISI Yogyakarta was truly involved in building the strategic plans to accommodate the needs of cooperation with overseas counterparts and parties which have similar goals and objectives to become well-known universities world-wide. Therefore, Unit of International Affairs was built in answering the needs of becoming reputable art institution and strengthening the internal and external capacities in art education. Below are the initiative programs by Unit of International Program, ISI Yogyakarta to engage into a term of internationally reputable art-institute:

#### 1. Collaboration and Partnership

ISI Yogyakarta has actively joined with some International forums and consortiums which are addressing to collaborative research programs, collaborative art-workshops, master class, joint-curricula, students and staffs exchange program, and collaborative art performance. These activities hopefully answer the needs to enhance the competitiveness among the art-institutes in self-development and institution management. Intellectual and scientific development also might become the other concerns related to the partnership programs developed by ISI Yogyakarta and overseas partners.

ISI Yogyakarta belongs to Us-Indonesia Partnership Program initiated by both Indonesian and US government which have six Indonesian universities and six US universities as the members. Under the umbrella of USIPP, ISI Yogyakarta is truly given good opportunities to develop and introduce the capacity and competence on art-

education. Eco-Art has been acknowledged and comprehensively discussed among the members of USIPP. Then, this issue influence and affect the roles of art-education at ISI Yogyakarta, especially on researches of Eco-Art.

Meanwhile, ISI Yogyakarta has also been active in Urban Research Plaza forum which was first initiated by Osaka City University - Japan, Universitas Gadjah Mada - Indonesia, and ISI Yogyakarta. Researches have been carried out by these three partners to fulfill the needs of accommodating the researches on urban arts and society, and of answering the issues on art-education.

## 2. Quality Assurance

Quality assessment is concerned with outcomes and how good they are. In terms of research, assessments may affect eligibility for funding of doctoral students or participation in particular programs (Postiglione and Jung, 2013: 251). ISI Yogyakarta has graduated good scholars and alumni who are actively working as the agents of ISI Yogyakarta. They give contribution to accommodate students of ISI Yogyakarta, either local or international students, in having good points of view and understanding to become great artists, performers, and academicians. Through some exchange programs and workshops, students and academic staffs are expected to get better skills and competence regarding to their major study they acquire.

The Directorate General of Higher Education, Ministry of Education and Culture Republic of Indonesia, is responsible to develop any efforts and funding in engaging the quality standard and condition that ISI Yogyakarta has. Therefore, ISI Yogyakarta and Indonesian government should work together to bring about the students and academic staffs getting more academic facilities and environment.

## 3. Marketing

ISI Yogyakarta might have been proud to have more international students during the decades. They are interested to join and learn more about arts and culture. They come to Indonesia with good understanding how Indonesia has got fantastic art and culture to learn about. This one of the marketing targets of ISI Yogyakarta which has potentials on art-education and study programs is effective for ISI Yogyakarta understands how to attract more overseas students and people world-wide know about ISI Yogyakarta and Indonesia in general.

Reflecting to the positive reinforcement and more efforts to establish the independence in this current situation, ISI Yogyakarta has got strategic plans to promote it at nationally and internationally level. International Education expo and Exhibition

are the alternative ways which are currently in the top level of institution marketing. Another way to carry out is by taking part in a culture exchange program promoted by the Ministry of Education and Culture at some countries. These are the strategic plans to promote ISI Yogyakarta to be well-known art-institute.

### **The Strategies to Strengthen the Existence of Unit of International Affairs in Serving Better Support in Art Education**

Unit of International Affairs is one of the units in the organizational structure of ISI Yogyakarta established on the basis of Rector Decree No. 147/KEP/2011. Unit of International Affairs abbreviated *UIA*, is within the scope of authority of the Vice Rector for Academic Affairs (a Vice Chancellor who manages a variety of academic affairs at ISI Yogyakarta). In this authority, *UIA* assists to manage the affairs of academic cooperation between ISI and Higher Education institutions outside Indonesia.

*UIA* has mainly focused in dealing with: the institutionalization of cooperative relations at ISI Yogyakarta; institutionalization of academic cooperation relations between individuals who registered at ISI - both teaching staff and students - and overseas faculty or college students. The ultimate goal is to ensure that the above academic cooperation relationships can be managed properly, so that the achievement of the following matters could simply be engaged:

- 1) the value of academic credit can be arranged and managed as ISI Yogyakarta academic capital can be used to support the accreditation of ISI Yogyakarta generally, and also for the units which cover the academic scope with;
- 2) ISI Yogyakarta is able to get optimum benefits academically, symbolic, and economically mobilized from international activities.

According to the book of Standard Operating Procedure of *UIA* ISI Yogyakarta (Marianto, et.all., 2014:47), the programs of Unit International Affairs (*UIA*) ISI Yogyakarta must be aligned and can dynamically support the Vision, Mission and Strategic Plan of ISI Yogyakarta. Therefore, *UIA* should have clear regulations and SOP (Standard Operating Procedure) which are confirmed by the decree of the Rector of ISI Yogyakarta, so that all works and fruitful cooperation through *UIA* programs have been

agreed upon by the Rector of ISI Yogyakarta, institutionally binding, so it shall be carried out by the UIA.

The functions of Unit of International Affairs are described below that can be realized by referring to SOP:

1. UUI serves as a supporting medium to achieve the vision, mission, and strategic plans of ISI Yogyakarta, especially with regard to international affairs.

2. UUI serves as a center of information and data that is referred to the Directorate of Higher Education, the Ministry of Education and Culture regarding to:

2.1. Overseas activities of ISI Yogyakarta academic staffs and students.

2.2. Activities of Memorandum of Understanding and Memorandum of Agreement by ISI Yogyakarta and international institutions.

2.3. Activities regarding to the Agreement of Joint Degree/Double Degree with overseas partners.

2.4. Activities regarding to the institutional accreditation/national quality assurance.

3. UIA serves as a center of information and data that is referred to the General Secretary of the Ministry of Education and Culture through BPKLN (Bureau of Planning and International Cooperation) relating to:

- UIA activities in data management, initiating activities related to international relations, converting academic activities into college credit points.

The criteria for UIA being success to bring about the qualified standard of art education for ISI Yogyakarta would mainly focus on as follows:

1. Having equal occurrence and balanced relationship which are based on equality and mutual benefit;

2. Arising the sustainable long-term relationship;

3. Supporting the International Accreditation;

4. Producing equal joint-degree programs



5. Able to represent the art-Indonesian universities on an international level.
6. All the activities of both the process and outcomes are well documented, detailed and comprehensive for being reported to the Rector and ISI Yogyakarta chairmen.

These success criteria would be successfully supported by other supportive elements, such as:

#### 1. Facilities

1.1. The availability of representative facilities would be the appropriate concern for cooperation at the international affairs level. The facilities should accommodate the standard of International affairs which are good and facilitated by communication devices, media of documentation, and hygienic standards of hospitality.

Unit of International Affairs ISI Yogyakarta has been supported by the institution to get these standard of facilities in which they help much on the effort to internationally being recognized and well-accepted.

However, without looking at the support facilities we have, ISI Yogyakarta is proudly developing some aspects of being internationally popular among art-institutes. ISI Yogyakarta has strong departments and study programs which have already been famous during the decades because of their competitive skills and reputable alumni. It is not far from the expectation that ISI Yogyakarta has tremendously got the International people's attention and curiosity. Therefore, some facilities are provided to accommodate the needs of being recognized and of developing the competence and quality. There have already been art studios, auditoriums, work-laboratories, galleries, halls, self-access work stations, and other art tools.

1.2. Available means of publicity and promotion that have international competitiveness. This can be initiated by the website, video profiles and props, and multimedia displays to show the typical advantages of Indonesian art-institute.

#### 2. Infrastructures

International Affairs Unit staffs should be given the opportunity to develop and explore their competence by getting more training programs to support the equivalent of international relations and sustainable competitive readiness. All staffs of International

Affairs Unit have already been joined workshops on management and International Affairs Office in which they give more understanding and knowledge of how to manage the International Affairs Office and being the agent to build the International relationship.

## **Conclusion**

ISI Yogyakarta as a part of art education in Indonesia is developing any efforts to build the strong understanding and opinion on how ISI Yogyakarta has got potentials referring to its study programs and academic staffs. The competitive competence and systems for world-class status in some countries has fused national and institutional priorities and transformed global rankings from a benchmarking tool into a strategic instrument.

Indonesian government has actively influenced the global understanding to be reputable and world-class institute. Indonesian government is trying into maximum targets of achievement in building the awareness to get the ultimate dream for being world class universities for Indonesian Educational Institutions. However, it is understood that the Ministry of Education and Culture is strongly supporting universities to become world class universities by pointing at the strategies for being recognized and reputable universities as the first priority in the earlier stage.

ISI Yogyakarta has got many opportunities to develop and establish the potentials and strength to enhance the character building. Many collaborative and partnership programs are actively initiated to strengthen and promote ISI Yogyakarta in becoming recognized and well-reputable art institute in the world. Therefore, programs and funding which are the sources of being world-class institute should meet with the situation and condition of ISI Yogyakarta in order to maintain the quality standard of better art education and institution.

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