

Strategy for Building a Positive Image Through the Publication of Scientific Works

Hadiyati¹, Fatkhurahman^{2*}, Idel Waldelmi³

¹ Economic Faculty, Universitas Lancang Kuning, Indonesia

² Economic Faculty, Universitas Lancang Kuning, Indonesia

³ Economic Faculty, Universitas Lancang Kuning, Indonesia

Abstract

Unilak's image as a private university in Riau Province is still low in the eyes of the public, this is evidenced by the negative response from prospective students to choose this institution as a place for them to study. Coupled with the negative image that has existed at Unilak for a long time. Therefore, efforts are needed to build a positive image of Unilak, so that prospective students make Unilak their choice to gain knowledge. When viewed from current technological developments and from the point of view of human resource management, lecturers require lecturers to carry out the tri dharma of higher education, one of which is the publication of scientific works which have recently shown dynamic movements. So what is the right strategy to build a positive image of universities through the publication of lecturers' scientific works. In order to obtain the right strategy in this study using a qualitative and quantitative approach, data collection techniques using in-depth interviews and questionnaires, are journal managers and prospective students, external users. Data analysis techniques using qualitative techniques with SWOT analysis. The results show that the strategy of building a positive image of universities through the publication of scientific papers at Lancang Kuning University is by utilizing the strengths they have in capturing existing opportunities, among others through: Utilizing a strong journal management team to apply for online accreditation of national journals in enhancing the image of the institution ; Utilizing a strong journal management team to get citations to improve the institution's image; Utilizing a strong journal management team to boost the institution's image; Leveraging accredited journals in promoting higher accreditation; Utilizing accredited journals in boosting citations; Utilizing accredited journals in boosting the image of the institution; Utilizing quality lecturer publications in unilak journals for journal accreditation applications; Utilizing lecturer publications to get increased institutional citations; and Utilizing lecturer publications in boosting the image of the institution.

Keywords: Scientific Paper Publication; Strategy to Build a Positive Image

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*Corresponding author: fatkhurahman@unilak.ac.id

Introduction

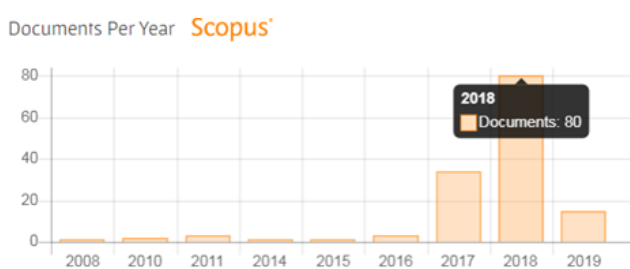
In Riau Province there are eight private universities and two state universities that provide educational services to the community. For private universities, the current tight competition has made prospective users get many offering choices, which in turn, if the institution is unable to offer according to user needs, it will have an impact on not choosing the institution to be a place to gain knowledge. This is also added to by higher education institutions that have a negative image in the eyes of users, so that recommendations are

not given to prospective users to choose these institutions.

Lancang Kuning University (Unilak) is a higher education institution that was founded in 1982, which means that it is 38 years old and this shows that this institution is mature and has experience in understanding potential users. The dynamics of this institution in maintaining its image have also fluctuated, until now the number of students has reached 12,074 people and is lower than its competitors, namely UIR which reached 36,909 people. (Forlap Dikti, 2020).

The image of Unilak in Riau Province is still negative, some observations made in the regions, show that Unilak has not become the choice of prospective users for college. The negative response from prospective users towards Unilak is more towards where Unilak is, then it is still at night when it is sailing, also far from its location. This condition exacerbates the bad image of Unilak in the eyes of users. However, currently Unilak already has a growing number of educators, reaching 294 people with 102 lecturers, 26 head lecturers and 73 expert assistants and the rest are still teaching staff. (Forlap Dikti, 2020)

Lecturers as the main source of higher education are tasked with carrying out the tri dharma, one of which is the publication of scientific papers, which is an important element in attracting potential users, currently based on data from Unilak lecturers, the publication of scientific papers tends to increase.



Source:

<http://sinta2.ristekdikti.go.id/affiliations/detail?id=2896&view=overview>

From this data, it can be seen that from 2008 to 2019 Unilak has a scopus publication that tends to increase and is the highest in 2018. Publication of scientific papers is an output product from lecturers, where this information if properly utilized in the form of citations and seminars will be able to promote Unilak name to prospective users. In addition, with current technological developments, online products are gaining more places in society, especially the millennial generation, so this is a capital for Unilak to take advantage of them. Also the data is a real situation that can be used as an effort to build a positive image of higher education, in this case Unilak in

the future, so that the vision of Unilak Unggul 2030 can be realized.

From the description above, it is the reason for the interest in conducting this research with the intention of producing the right strategy in order to build a positive image of Unilak in achieving Unilak's vision and mission.

Literature Review

Nowadays, the efforts of service providers in order to meet customer expectations are an obligation and service providers who are unable to meet their customers will be eliminated in competition and win the hearts of their customers (Arwanda et al., 2014). The image of a university is a picture of a positive response from the users of the university itself, so that there is a need for real efforts to provide a positive picture for the users of these services. (Fallis, 2013).

The image of a university in the eyes of students will be the basis for students to choose the college as a place for them to gain knowledge, a university that has a positive image will have an impact on students' satisfaction in choosing that university. (Ikawati et al., 2016). One way for higher education to improve its image is through the role of public relations, where the existence of publications owned by the institution will spread widely and in turn will give and raise the name of the university in international eyes. (Ilmiati, 2013).

The same thing is also explained that the condition of the brand image has a positive impact on purchasing decisions for a product. (Lubis & Hidayat, 2017). To improve the image of a higher education institution can be done by building relationships with the community, this is because the community is one of the university users, so that by introducing a positive image of the institution will make the public interested in the institution, for example by carrying out real work lecture activities, community service and so on. (Matlani, 2017).

Also by building a positive image of higher education institutions will have an impact on student loyalty to higher education, student efforts to participate in introducing and appearing a sense

of pride in college students who have this positive image, and the opposite happens (Mujahidin et al., 2018). Delivering the things that happened by sorting out the positive and negative will make a positive contribution to public consumption regarding the image of an institution and this also provides calm in achieving the institutional goals (Rachmad & Program, 2017).

The principles of well-implemented higher education governance will also have an impact on efforts to build an image of the institution where by doing what has been planned will make stakeholders trust and trust their leaders and in turn the sense of pride and pleasure in being in an institution will be even higher (Rahayu & Wahab, 2013). This condition will also lead to higher education institutions getting their existence continuously (Savelyeva & McKenna, 2011). The currently developing social media can also be used to build the image of higher education and this makes a positive contribution, through the development of information technology, which enables institutions to groom themselves to improve (Setiady, 2014).

Branding of a university is necessary, because higher education is a service provider, services are performed and felt by each individual, the good and bad of services will have an impact on consumers (Setyanto et al., 2017). It is also explained that the image of higher education has an impact on the decisions of its customers (Triastity, 2016).

This description explains the importance of image for higher education services and here there are many impacts caused by the image itself, such as student decisions, loyalty and satisfaction in receiving services. Then also a good image can also be built through various things. As done in this study, that image can be built through social media, namely the publication of scientific works by lecturers as people who provide services to users.

Through the publication of lecturers' scientific works in national and international journals based online, it greatly encourages the rating or the level of the college itself and also the rating of the authors to which they are affiliated.

This has a positive impact and each university through professionally managed scientific journals will contribute to making higher education institutions where journals are published is more widely known. Especially if the journal is accredited and even reputable (Aulianto, 2017).

Writing scientific papers in groups by building collaboration with other universities will bring to know each other and introduce universities to one another and in turn visit and promote each other (Darmalaksana, 2017). Collaborating with each other both as authors and correspondence will make each other know and in turn be able to make the image of higher education better (Darmalaksana & Suryana, 2018). This effort will also make higher education institutions exist (Eelis Rytönen, 2012).

Therefore it is necessary to have the right strategy and in accordance with the conditions

Methods

This type of research is used in order to answer the strategy to build a higher education image by using a qualitative approach. Use of primary data and secondary data. Key informants are used in this research such as from the business world, namely Apindo Riau, then from the public or prospective students who will register at Unilak and also from journal managers at Unilak. The informants will collect information about the external conditions of higher education and the internal they feel. Apart from that, users of higher education services will also be asked about the image of higher education and also related to the actual picture of Unilak's condition from the user's point of view. Also added from the management of Unilak higher education institutions that will collect information regarding the internal conditions of campus management and other conditions related to the strengths and weaknesses experienced.

From the journal manager as a form of journal management for scientific papers in Unilak, with the system used and in the form of management so as to be able to bring the image of

a university to be seen by the public at large in online media. Data collection in this study was carried out by several methods, including field observation methods, questionnaires and interviews. The data analysis method used is to use qualitative methods with a descriptive approach. In addition, to develop a strategy to build a positive image for higher education in this study using a SWOT analysis.

Results and Discussion

Based on interviews conducted with expert judgments and field surveys regarding internal and external factors such as strengths and weaknesses as well as opportunities and threats, information is obtained that is described, among others: that the strengths and weaknesses with each strength score of 2.059 and weakness 0.941 and this gives an idea that the strengths are greater than the weaknesses.

Analysis of external factors is carried out by looking at the conditions of opportunity factors and threat factors faced by journal management at Unilak, a description of the opportunity factors can be seen from the following data: that seen from the analysis of external factors, namely opportunities and threats, it can be seen that the opportunity value is 2,053 and is greater than the threat of 1,105. This illustrates that the opportunity for the online journal accreditation system and citations through open journals is superior and it is necessary to pay attention to the threats faced, namely competition in university publications and the quality of publications which are real threats in building a positive image of unilak.

From the description of the SWOT matrix, the Grand Strategy Matrix of Building a Positive Image of Unilak through Scientific Publications can be determined, as follows:

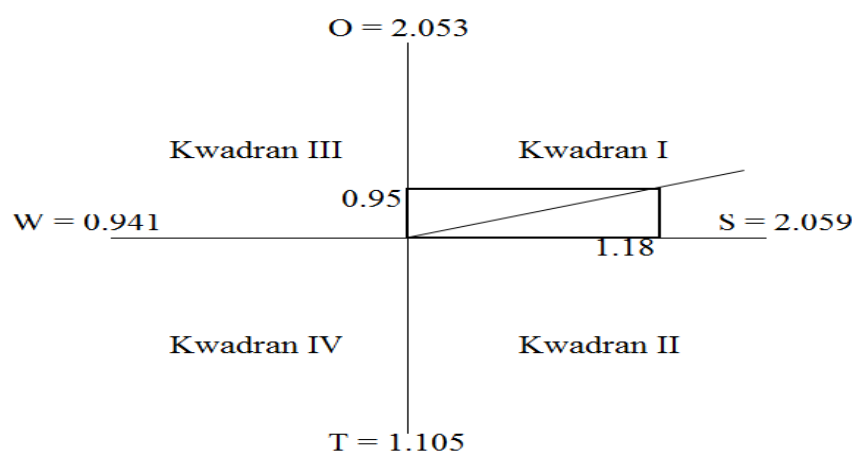


Figure 1. Strategy to Build a Positive PTS Image

Then it is found a strategy of strength and opportunity (SO) in the form of diversification with the formulation of strategic issues to build a positive image of Unilak, as follows:

1. Make use of a strong journal management team to apply for accreditation of national journals online in enhancing the image of the institution
2. Make use of a strong journal management team to get citations in enhancing the image of the institution
3. Utilizing a strong journal management team to boost the unilak image
4. Make use of accredited journals to increase higher accreditation
5. Make use of accredited journals to boost citation

6. Make use of accredited journals in boosting unilak image
7. Utilizing quality lecturer publications in unilak journals to apply for journal accreditation
8. Utilizing lecturer publications to get increased institutional citations
9. Utilizing lecturers' publications in boosting unilak image

From the research results obtained information that the internal condition of the image of Lancang Kuning University in the eyes of the user is seen from the publication of scientific papers seen by the strengths, among others: the rapid development of Unilak journals, then most of the accredited Unilak journals, the increase in lecturers' scientific publications, the collaboration of journal managers, the management team. a strong journal and a systematic journal publishing process. Meanwhile, seen from the weaknesses, the leadership's lack of commitment in providing HR and IT, then the quality of the manuscripts which tend to be from the unilak environment itself, the lack of journal promotion and the application of the OJS system which is still not optimal and the indexation is not yet optimal. Then, seen from the external condition, the image of Lancang Kuning University in the eyes of users is seen from the publication of scientific papers from the opportunity factor. Meanwhile, from the threat factors, among others: The competition for higher education publications is getting tighter and the quality of the publications is still not optimal and the application of online media is not yet widely visited by users.

The strategy to build a positive image of higher education through the publication of scientific papers at Lancang Kuning University is to use the strengths of Unilak's scientific publications in order to seize existing opportunities, namely through:

Utilizing a strong journal management team to apply for accreditation of national journals online in enhancing the image of the institution

Through the journal management team with the availability of human resources and IT, journal publications will run in accordance with existing procedures and regulations so that this makes the publication feasible to be submitted to the online accreditation system. This is in accordance with the opinion of Nashihuddin, W., & Aulianto, D. R. (2016) that various efforts need to be carefully prepared by journal managers. Especially in submitting online journal accreditation, the results of self-evaluation must be considered so that later they are ready to apply for accreditation through the ARJUNA website. Then, in preparation for an internationally reputable journal, journal managers and members of the editor and reviewer team need to improve communication and scientific cooperation internationally, both through scientific meetings and journal writing collaborations, and actively promote call for papers on global scientific sites. Junandi, S. (2018) also explained that the management of scientific journals in order to achieve a nationally accredited scientific journal requires an effective and efficient Journal Management and Management System. This Journal Management and Management System must refer to the instruments and criteria required by national journal accreditation and international indexing agencies.

Based on this explanation, it is clear that a strong journal management team will have the opportunity to apply for national journal accreditation online in increasing the image of the institution and this is a distinct advantage in the context of its development.

Make use of a strong journal management team to get citations in improving the image of the institution

The journal management team also has access to information to offer and even promote

articles in their publications to get citations from readers. Efforts made by journal managers to help promote published scientific article manuscripts are part of a separate part in order to build a positive image of the institution. This is as explained by Darmalaksana, W. (2020) that the Sinta (Science and Technology Index) portal based on the Google Scholar platform provides quality assurance for measuring the performance of scientific citation achievements of Indonesian higher education academics. Especially for Indonesian higher education stakeholders related to strategic mapping through strengthening academic skills in the use of the Science and Technology Index (Sinta) to measure the performance of achieving scientific citation. Yahya, I. (2012) also stated that technical guidelines can be found in every journal. Likewise, there are many citation styles that apply, such as the Harvard System, APA, Chicago Manual Style and so on which can be easily downloaded or accessed via the internet.

From the explanation of this opinion, the journal manager can promote and provide technical guidance in the context of citing scientific papers so as to increase the number of citation of articles and institutions in the future.

Utilizing a strong journal management team to boost unilak image

Journal managers can also take advantage of their team in order to boost the ideals of the institution, which is done through efforts to maintain the good name of journal management and also serve according to the rules and regulations so that users get satisfaction in the services provided. Pramudyo, A. (2016) states that brand image has a significant effect on satisfaction and loyalty, satisfaction has a significant effect on loyalty, and satisfaction is an intervening variable that influences brand image on loyalty. Then also conveyed by Mujahidin, A., Zuhriah, F., & Khoirianingrum, I. (2018) that image is a form of perception by consumers. The image of a

university is related to the activities of the institution concerned. When students feel dissatisfied with the services provided by the tertiary institution, they have a poor perception of the college.

From this explanation, a strong journal management team will provide scientific article services to users such as students, so that it will provide satisfaction in searching for literature and scientific references in the form of journals and this provides an opportunity to build the image of the institution in the end.

Make use of accredited journals to promote higher accreditation

The institute's efforts to improve the quality of the publication of the accreditation are not limited to being accredited, but it is more prestigious when the accreditation of love has reached the highest level. Ideally, these efforts should continue to be carried out and many more strategic steps can be taken by the institution.

This is as explained by Sitepu, B. P. (2010) that journals are very much needed as a medium to disseminate research results that are indispensable in the development of science and technology. However, in Indonesia, the development of accredited journal publishing is still relatively slow. To increase the number and quality of journals so that they are accredited at the national and international levels, it is necessary to provide facilities for research institutions to conduct quality research and the skills of journal managers need to be improved through various trainings. Also according to Aulianto, D. R., Yusup, P. M., & Setiati, Y. (2019) that one of the information in the management of scientific journals that is important is government policy regarding scientific journal accreditation.

From the explanation about increasing accreditation at a higher level it is necessary and this also requires information from government policies regarding this accreditation, therefore

through online accreditation policies will make it easier for journal managers to be better able to improve the quality of their publications.

Make use of accredited journals to boost citations

An accredited journal should contain good and quality writings, the quality of the published writing and in accordance with the current situation and conditions will provide references to other writers to cite and provide new information on scientific developments and contemporary problems.

According to Yaniasih, Y. (2020) commercial data-based citation is increasingly beneficial for developed countries both from a scientific and business perspective. Meanwhile, developing countries are only a market that has to buy data at expensive subscription prices. Coupled with the use of the current citation analysis paradigm, they have difficulty obtaining the same benefits as developed countries. Then also explained by Untari, D. (2016) that one of the performance indicators for researchers is the increasing number of citations of the work he produces. Open access to the researcher's work through online media can increase the citation of the researcher's work. Citation is proof that the results of his work have an impact on the science studied by these researchers.

From the explanation above, journal managers can use their accredited journals to invite writers to cite published articles, in countries outside of the citation it is paid, and in our country it is not paid and this makes an advantage and even becomes a measure of the performance of the researchers' success. Lecturers are also researchers so that lecturers who perform well through their activities will help build the image of the institution to which they are affiliated.

Make use of accredited journals to boost unilak image

The image of the institution can also be boosted through the management of accredited journals. This can be done through efforts to promote accredited journals in order to find quality manuscripts and will also be visited by qualified writers. This is what is able to boost the image of the institution.

According to Darmalaksana, W. (2020) that the Sinta (Science and Technology Index) portal based on the Google Scholar platform provides quality assurance for measuring the performance of scientific citation achievements of Indonesian higher education academics. This study recommends especially for Indonesian higher education stakeholders related to strategic mapping through strengthening academic skills in the use of the Science and Technology Index (Sinta) to measure the performance of achieving scientific citation. Also conveyed by Iqbal in Anamofa, JN (2019) that research activities are always associated with research productivity which is shown by writing and publication of research results in scientific journals, as chapters in books, or delivered in national and international scientific conferences and then published in the form of proceedings.

From the explanation above, lecturers, apart from being educators, are also researchers who produce scientific papers and are published in scientific journals and these lecturers will be able to increase the image of the institution to which they are affiliated if they perform well and this becomes a reference in assessing the performance of the Tri Dharma Perguruan Tinggi.

Utilizing quality lecturers' publications in unilak journals to apply for journal accreditation

Higher education lecturer publications are an important part of managing scientific journals. This is part of journal managers who are always faced with the difficulty of obtaining quality

scientific papers and if lecturers produce quality scientific papers, in turn, they will be able to make journal management more quality and can be proposed for improvement to journal accreditation at a higher level.

According to Retnowati, T. H., Mardapi, D., & Kartowagiran, B. (2018) that the Government's scientific publication requirements can encourage lecturers to improve the quality, quantity of research and scientific publications. In this regard, the purpose of this research is to explore the performance of lecturers in the field of research and scientific publications. Then also conveyed by Walid, W., Sukestiyarno, Y. L., & Sunarmi, S. (2019) that lecturer publications will be able to bring the institution to the level of international competition.

From the explanation above, it can be said that quality lecturer publications will be able to bring the institution to a higher level and this also illustrates that lecturer publications boost the image of higher education in a positive direction.

Utilizing lecturer publications to get increased institutional citations

This lecturer publication also acts as a basis for reference from students in completing the final project, therefore through improving the performance of lecturers in producing published scientific works will facilitate students in completing the final project and students will find it easy about it, the pride of students will also be increasingly height and boost the image of the institution.

This is in accordance with the opinion of Sari, C. P. P. (2016) explaining that the factors that influence the number of citations each year are the last education, the last place of education, and the number of documents in Bhs. English. In addition, the modeling results in each department show that the number of documents in English is the most influential factor in almost all majors. The results of the recursive model show that the factors affecting the number of citations are the

place of last education and the number of documents in English. English. The factors that influence the h index are the number of citations, the last education, the last place of education, the number of documents in Indonesian and English. Also conveyed by Erwina, W., & Sodikin, Y. (2012) that books by lecturers have become the main reference for students writing theses, this can be seen from the frequency of citation for several authors who are at the top.

From the description above, it can be explained that through publication efforts this lecturer is able to provide standards for student guidance to read and perform citations from scientific works produced whether in the form of books or journals and this will be able to encourage students to love the work of their lecturers as a reference.

Utilizing lecturers' publications to boost unilak image

The image of the institution can also be built from the results of lecturers' publications, not a few foreign students know the lecturers at an educational institution from the work they produce and are the citation of students at other universities. This situation will help boost the image of the institution in a positive direction. Lecturers who produce good publications and become a reference for writers and students become famous and besides that the institution will also be famous too.

According to Ichsan, M. (2020) journals that are cited by many students are journals with twice the number of citations. The age of journals cited in student scientific papers is three years. Of the number of journals cited in student papers, not even one is available in the library. Fajar, N. (2018) also stated that the type of literature most often cited by the author is books. The most cited authors are declared not obsolete by the number of up-to-date information if the literature contains the latest information.

From the explanation above, it can be explained that lecturers who have scientific publications cited by many students will help boost the image of the institution and this is a condition that should be created in order to build a positive image of a university and its future.

Conclusion

Based on the research results obtained, it can be concluded that the strategy of building a positive image of higher education through the publication of scientific papers at the University of Lancang Kuning takes advantage of the power to seize opportunities, namely by taking the following steps: Utilizing a strong journal management team to apply for national journal accreditation online in increasing the image of the institution ; Utilizing a strong journal management team to get citations in improving the image of the institution; Utilizing a strong journal management team to boost unilak image; Make use of accredited journals to promote higher accreditation; Make use of accredited journals to boost citation; Make use of accredited journals in boosting unilak image; Utilizing quality lecturers' publications in unilak journals to apply for journal accreditation; Utilizing lecturer publications to get increased institutional citations; and Utilizing lecturer publications in boosting unilak image.

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