



## **The Existence of Higher Education (Public Relations, Competitiveness and Quality Assurance System)**

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### **Abstract**

This paper conveys about the Existence of Higher Education through Public Relations, Competitiveness and Quality Assurance Systems. Higher Education cannot develop and advance without these three factors, Higher Education cannot possibly grow on its own, become great on its own without involving the community, competitiveness and quality that are continuously improved. The research methodology used in this paper is a Literature Study with Content Analysis from various Literature on the Existence and Role of Higher Education. The results and discussion in this study are that the existence of higher education can be achieved if it is carried out by strengthening public relations with community service activities and public relations activities. Improving Competitiveness by producing Graduates who are Professional, Skilled and Ready to Work. Improving the Quality of Higher Education in a sustainable manner in accordance with the times. Higher Education has many positive impacts on the community environment with the ability to produce graduates who are ready to work, graduates who are professional at work, graduates who are capable of being mobilizers in the community and graduates who have personalities that can be role models.

**Keywords: Higher Education Existence, Public Relations, Competitiveness and Quality Assurance System**

### **Introduction**

Higher education is one of the important pillars that is expected to bring change to the nation, namely improving the quality of human resources. The study of the competitiveness of tertiary institutions is an interesting topic and is deemed necessary to study given its enormous impact on the life of the nation in the future. Realizing a tertiary institution that has high competitiveness is an absolute and urgent need. Having a highly competitive tertiary institution is the dream of all tertiary institutions and this is not easy to achieve. One important factor to achieve this goal is the optimization of the leadership role.

Higher education is an educational institution that provides learning services for the community for the mastery of high-level knowledge. Higher education has a function as a producer of agents of change who are able to encourage and spearhead changes in various aspects towards a modern society. In line with the demands of these changes, tertiary institutions must improve themselves with a quality orientation. Universities as pioneers of change are visionary tertiary institutions





that are able to create and find innovative, quality leadership strategies that are responsive to global developments and local challenges and are able to read future trends.

Leadership is believed to be a key driving force for organizations that are able to build a new culture that is in line with change. Yukl (2001) states that leadership in an organization plays a very dominant role in the success of the organization. Leadership must be able to anticipate and follow the changes that occur in the organization through its authority in building structures, people, technology, and mechanisms that can create a new, more productive culture.

Higher education is an educational institution that provides learning services for the community for the mastery of high-level knowledge. Higher education has a function as a producer of agents of change who are able to encourage and spearhead changes in various aspects towards a modern society. In line with the demands of these changes, tertiary institutions must improve themselves with a quality orientation. According to Aziz (2016), higher education leadership is an effort to mobilize, influence, educate, provide direction and motivation to a group of people or individuals in a tertiary institution and have the courage to make appropriate policies and decisions to develop the quality of education in the tertiary institution it manages.

Leadership is an important aspect in the organization which is a driving factor for the organization through its handling of change and management, so that the existence of a leader is not only a symbol, but his presence has a positive impact on the development of the organization. The existence of leaders who carry out leadership functions in dealing with changes that occur by establishing the vision and mission of the organization, setting goals as a whole, empowering subordinates through a participatory approach, and based on the ability of professional leaders to increase organizational competitiveness.

## **Research methodology**

Research methodology in scientific studies of this research researchers used library research (*library research*) (Ahyani and Muharir 2021, 0). The data sources used come from library sources or documentation regarding the Existence of Higher Education through Public Relations, Competitiveness and Quality Assurance Systems. As for the study of data sources, researchers obtained from primary (primary) sources originating from the literature, namely books and journal articles. In processing data in this research study, researchers used research methods that are descriptive-analytical (Ahyani, Muharir, and Permana 2020), where the research model used seeks to describe, and record, as well as analyze, and also interpret the existence of higher education through public relations. , Competitiveness and Quality Assurance System.





## Results and Discussion

Leadership implies: The ability of a person to inspire, influence and guide others. The process of making other people want to do the best work to achieve the expected results. The process of developing and communicating a vision of the future, motivating other people and controlling the involvement of that person. Someone who is used as a role model who becomes a reference for his subordinates in acting and behaving. Has superiority in terms of energy of mind, appearance, integrity, self-confidence, intelligence, drive to lead, and charisma with more qualities than others.

Authoritarian leadership, namely a leadership style that emphasizes/ uses various means that are coercion or threats to force decisions. He uses his ingenuity to manipulate others by giving rewards to those who comply with his wishes. Prioritize supervision or control, lack empathy and care less about the personal lives of employees. Authoritarian leadership is task-oriented leadership and will work well in extreme situations, for example many rules are violated, the direction of development deviates from its main mission, anticipation of large public losses. Examples of authoritarian leadership policies include policies that are determined by force to be implemented in the field on the grounds that this has been determined by superiors or to enforce regulations. In his decisions there are always threats or elements of coercion in various forms, for example study programs are closed, scholarships are not allocated, services are stopped.

Participatory leadership, namely a contingency (situational) leadership model that is oriented towards human connectedness. Every organizational policy is decided together, and there is real participation contributed by workers. Participatory leadership requires leaders to delegate authority to subordinates, build intensive communication, respect diversity or differences and build joint efforts to complete a work assignment. The process of togetherness creates a family atmosphere in the work environment and creates respect for any behavior contributed by members.

Transactional leadership is a leadership model that combines a work assignment approach with human connectedness. The work structure is determined in such a way with a number of identified work tasks in accordance with the needs of the work and their implementation is carried out through cohesive cooperation between all group members. Integrating organizational goals with the expectations of individuals who carry out their work duties. These two things are transacted with each other with the aim of finding dynamic needs and productivity that are in balance with the expectations envisioned by workers carrying out work assignments.





Transformational leadership, namely leadership that has the same philosophical foundation as transactional leadership, namely the basis of connectedness between leaders and followers. Transformational leaders have visionary thinking, have charisma, are sensitive to one's needs and feelings and are inspiring. Charisma is the main attribute in transformational leadership which is characterized by the very deep emotional feelings of its followers, always following the thoughts and opinions of the leader without having to think at length and cling to the mission emotionally. The followers of the charismatic leader behave with the highest devotion, feeling, praise, admiration, and respect for the leader. Charismatic leaders have a very deep influence on their followers by paying attention to each individual, giving a picture of life in the future and showing sacrifice for their followers. (Amir, 2016). Thus higher education leadership can be defined as the ability of a leader to use his power to carry out the process of influencing, motivating, moving, educating, providing direction to a group of people or individuals in a tertiary institution to support efforts that enable people to contribute to the achievement of the college's vision and mission. the.

**The Need to Increase Competitiveness** The long-term vision and direction of development for 2005-2025 (Bappenas in Saputra, 2016) states that the national development mission proclaimed by the government includes the following: Creating a society with noble character, morality, ethics, and adaptability based on Pancasila. Creating a competitive nation. Realizing a democratic society based on law. Realizing a safe, peaceful and united Indonesia. Realizing equitable and just development. Realizing a beautiful and sustainable Indonesia. Realizing Indonesia to be an archipelagic country that is independent, advanced, strong, and based on national interests.

Realizing Indonesia plays an important role in international relations. In the national development mission it can be seen that one of the missions to be achieved from this national development is to realize or create a nation that has competitiveness, which in its explanation is interpreted as an effort to prioritize the development of quality and competitive human resources, increase the mastery and utilization of science and technology through research, development and application towards continuous innovation.

According to the 2019 World Economic Forum regarding global competitiveness index rankings for 2019 global competitiveness index rankings, 137 countries were included in the GCI list this year and Indonesia is ranked 50th. This ranking is a decrease from the previous year's ranking which placed Indonesia at position 45, and still below Singapore (rank 1), United States (rank 2) Malaysia (rank 27). The Coordinating Minister for Maritime Affairs Luhut Binsar Panjaitan said the impact of global uncertainty had caused Indonesia's competitiveness position to be at level 50, down 5 points compared to 2018 which was in position 45. Minister of Finance Sri Mulyani





Indrawati assessed that the decline in Indonesia's competitiveness data ranking was due to the quality of its human resources. still low where only the majority only graduated from elementary and junior high schools. Minister of National Planning and Development (PPN/BAPENAS) Bambang Brodjonegoro said the high cost of logistics in Indonesia had an impact on Indonesia's competitiveness.

Agus Rahayu's research entitled Strategy for Excellence in the Education Service Industry (a strategic management study) concluded that the continuity of an educational unit depends on the resources it has and what strategies are chosen to empower internal resources to respond to external threats and opportunities. If an educational unit can match its internal resources with external opportunities, or use them to reduce or eliminate the impact of threats, then the educational unit has achieved strategic feasibility. This is very relevant to efforts to achieve sustainable excellence (Alma, 2008).

Competitiveness is a description of how a nation or companies and their human resources control their competencies in an integrated manner to achieve prosperity and profit. Competitiveness is efficiency and effectiveness that has the right target in determining the direction and target results to be achieved, which includes the final goal and the process of achieving the end in the face of competition. Competitiveness is the ability of a person or organization to show in certain ways by showing the most favorable situations and conditions, better, faster, higher quality work results compared to others (Zuhail, 2010).

Excellence is the relative position of an organization to other organizations, either towards one organization or part of an organization, or the entire organization in an industry. In a market perspective, relative position is generally related to customer value. Meanwhile, from an organizational perspective, relative position is generally associated with better or higher organizational performance. A higher education organization has an advantage if it can create and offer more customer value, or its performance is better than others.

Michael Porter suggests there are five competitive strategy options, namely: Differentiation strategy, namely creating new products or services that are unique, distinguishing them from products or services of competing companies. Cost, namely selling products or services at competitive prices, making it difficult for competitors to match them. Innovation, namely creating new superior products that cannot be created by competing companies because of new technology. Growth strategy, namely creating products or services that significantly accelerate the company's development, especially in terms of revenue. Alliance strategy, namely establishing cooperation with other companies to strengthen the company in terms of improving performance and quality or to produce new products or services.





Higher Education Management Higher education leaders must master management to lead tertiary institutions properly. Most colleges are social or not-for-profit organizations, while a minority are more likely to be called commercial enterprises. Leaders and management. Universities need to carry out management functions consisting of planning, organizing, actuating, and supervising. Planning involves determining the vision, mission, strategic plans, operational plans, work programs and budgets. Organizing involves drawing up organizational structures, recruitment, selection, training, career development, making detailed tasks and task requirements, setting authorizations, determining work relationships, determining spans of control, making assessments of tasks and task levels, planning regeneration.

In this context, namely how the existence of Higher Education in Islamic Boarding Schools is a necessity for the community. In the era of revolution 4.0 as it is today, the higher education model that is synergized into Islamic boarding schools today should be appreciated because the demands of the times are so fast. Usually, if there are no formal institutions, such as (high school, junior high school, and elementary school/madrasah), then the pesantren are considered to be less attractive or less interested.

Likewise in the scope of tertiary institutions, when the world of campus is synergized into the world of Islamic boarding schools, then the fall will become ambiguity in the education system, for example if there are certain activities both at the Islamic boarding school and on the campus occupied, then which one should take precedence, to answer it, a special study is needed, namely what is the model of higher education in the Islamic boarding school environment in implementing its educational model in the 4.0 era as it is today. Then it is also necessary to examine how Islamic boarding schools continue to exist in educating the nation's life through education, and what are the opportunities and challenges faced in implementing the college education model universities located in Islamic boarding schools. From the direction of the study above, the researchers are trying to uncover and explore the Existence of the Application of the Higher Education Model.

Era 4.0, which is sophisticated in its research, explains that there are transformations carried out by pesantren in order to develop the culture of the Indonesian nation in the field of education which now intends to transform itself (Islamic boarding schools) through various educational transformations that are considered effective in responding to challenges in the 4.0 era, including through mastery of a foreign language by the pesantren, then performs a market trick (entrepreneurship) and utilizes ICT (information and communication technology), in which these three transformation models enter the realm of modernization (changing from classic to modern for the better) (Athoillah and Wulan 2019) .





Islamic Higher Education as an institution of higher education which is recognized for its existence in the National Education System has a responsibility in supporting development in Indonesia (Dulay, 2014). Based on the goals of higher education as stipulated in PP 60 of 1999 and the mission of the Ministry of Religion, constitutionally the goals of Islamic Higher Education include; First, prepare students to become members of society who have academic and/or professional abilities who can apply, develop, and/or enrich knowledge, technology, arts and/or culture that have an Islamic spirit. Second, developing and disseminating science, technology and art with Islamic inspiration and/or Islamic culture to improve people's lives and enrich national culture. Third, formulate, disseminate and educate the philosophy and values of the Islamic religion so that it can be used by the community as a parameter of life behavior, to become an inspiration and catalyst for development, as well as a motivator for the creation of tolerance in religious life, as well as a harmonious life among people of different religions.

Mobilization concerns the task of providing motivation and enthusiasm for work, leading, evaluating individual performance, providing rewards for services, training and development. The task of moving is considered difficult because it involves humans who have beliefs, hopes, characteristics, behavior, emotions, satisfaction, development and reason and involves personal relationships. Supervision concerns the task of observing and measuring whether the implementation and work results are in accordance with the plan or not (Indrajit, 2006). Every higher education leader must understand tertiary management so that all programs can run according to management functions. This can be done by recruiting experts in management to create the concept and implement it. The success of higher education management is determined by the quality of leadership it has. Leadership must be based on hopes, aspirations and innovations that always seek to provide solutions to environmental problems.

## Conclusion

Every tertiary institution is required to prepare itself so that it can become a tertiary institution that is ready to compete with other tertiary institutions. To be able to compete requires a strategy. Strategy is a comprehensive and integrated plan that links the internal strengths of an organization with the opportunities and threats of its external environment. Strategy is designed to ensure organizational goals can be achieved through proper implementation. The existence of Higher Education can be achieved if it is carried out by strengthening public relations with community service activities and Public Relations or Public Relations activities.



Improving Competitiveness by producing Graduates who are Professional, Skilled and Ready to Work. Improving the Quality of Higher Education in a sustainable manner in accordance with the times. College competitiveness is the capability and capacity of a tertiary institution which shows better, superior, newer, cheaper, higher quality results compared to other tertiary institutions. Higher education is a unit of higher education administration. The goal of higher education is mastery of science and technology to improve people's lives. There are 5 dimensions of the meaning of higher education, namely: the scientific dimension, the educational dimension, the social dimension, the corporate dimension, and the ethical dimension.

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