



STRATEGY FOR SUSTAINABILITY OF PRIVATE HIGHER EDUCATION IN FACING THE ERA OF SOCIETY 5.0

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Abstract

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This study intends to identify and find out the implementation of the sustainability strategy carried out by private universities in Indonesia in facing the era of society 5.0. The purpose of this study is to find out how private universities in Indonesia are preparing for the era of society 5.0. A descriptive qualitative method has been taken for this investigation. The sort of data that was utilized in this investigation was secondary data, which was gathered through the use of the archive technique and was obtained from various publications. The findings of this research led to the identification of nine different approaches to environmental preservation. These approaches are as follows: resource allocation for recycling; environmental issues of product; care of biodiversity; polluting emission into the air, water, and ground; innovation and technology; collaboration; knowledge management; process; and purchase. It is anticipated that this research would be able to provide an overview of the sustainability measures that private colleges in Indonesia have undertaken in order to confront the period of society 5.0.

Keywords: Society 5.0 Era; Sustainability Strategy; Private Higher Education

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INTRODUCTION

The era of Super Smart Society (Society 5.0) is a concept developed for Super Smart communities in solving various social problems by utilizing the Internet of things, Big Data, and Artificial Intelligence as solutions for a better community life (Serpa & Ferreira, 2018). This is what makes people with Higher Order Thinking Skills (HOTs), logical, and systematic in responding to the global challenges of the Society 5.0 era (Oktaviani, 2020). According to Okamoto (2019) Society 5.0 is a form of representation of the history of the development of the 5th society. Where the development started from the era of a society that had patterns for hunting (Society 1.0), agriculture (Society 2.0), industry (Society 3.0), and information (Society 4.0).

However, at the beginning of 2020 the order of people's lives underwent a change due to Covid-19 which was later designated by WHO as a global pandemic since March 11 2020 (Valerisha & Putra, 2020). This has an effect on the government's policy strategy in various sectors planned to welcome the era of Society 5.0, one of which is higher education. Where now the government is implementing a social distancing policy which prohibits crowds of people to break the chain of transmission of the virus that causes Covid-19 which makes learning implementation impossible to be carried out directly as usual (Syarifudin, 2020).

This condition is an obstacle to strengthening the quality of education and student competence in order to prepare competent Human Resources (HR). Meanwhile,

according to Junaidi (2020) said that Society 5.0 is A New Humanism which offers a new model for solving social problems in order to achieve Sustainable Development Goals (SDGs). The existence of sustainable development goes hand in hand with the development of technology and information in the changing era of Society 5.0, where changes occur in this era so that industry players from various groups, both government and non-government, are starting to take advantage of the use of technology and information systems (Natalisa, 2021).

The goals of sustainable development have a focus on the environmental, social and economic fields. However, the main priority is education. Because sustainable development does not only talk about economic growth and development or physical and spatial development, but sustainable development talks about the next generation of the nation which must be educated in such a way as to make long-term investments for Indonesia in the future. Therefore, universities need to be actively involved and become an important element in achieving sustainable development goals (Brodjonegoro, 2018).

According to Hidayat (2021) said that higher education can play an important role and strategy in sustainable development because it has 3 important things. The first is able to produce Human Resources (HR) who can have the opportunity to become leaders in various roles. Both are able to produce technology and science that are beneficial to life. Third, they have the opportunity to apply it in community service activities. In Tri Dharma activities, higher education integrated with sustainable development has ecological, economic and social pillars. The same is true of the pillars of sustainable development, each of which contains the substance of the tri dharma, namely education, service and research.

Based on data obtained from PDDIKTI in 2020, the number of higher education institutions in Indonesia reached 4,593, which were dominated by private universities (PTS), namely 66.27% or around 3,044 educational institutions (Directorate General of Higher Education, Ministry of Education and Culture, 2020). However, a number of PTS reported that the number of students had decreased by around 30 percent from normal conditions. This is the biggest disturbance in the implementation of quality higher education (Irawan, 2021). And ofcourse it makes me sad and worried about the sustainability of the PTS.

In addition to sustainability, there are other challenges that must be faced by private tertiary institutions, namely the existence of quality and self-adjustment for PTS. Because the standard size of private tertiary institutions is seen from its quality, therefore every effort is made to implement that quality. The quality of private tertiary institutions is seen from their accreditation. The accreditation itself is assessed by BAN-PT (National Accreditation Board for Higher Education) formed in 1994 by the Minister of Education and Culture. The purpose of accreditation is as a comprehensive assessment and process for evaluating higher education's commitment to quality and ability to implement the Tridharma of Higher Education in determining the eligibility of educational programs and units (Faviandhani & Lusia, 2018)

Many private tertiary institutions are of poor quality and below average in improving resources and quality substantively. Whereas according to Anwar & Setiawan, (2020) by implementing quality quality service standards in tertiary institutions so that they can achieve the maximum average weight and can be categorized as "Excellent" can support all component functions in the teaching and learning process very well and ensure long-term sustainability. long in college. Private tertiary institutions with the "Excellent" category are a ranking obtained by tertiary institutions because they have excellent achievements and performance so that they succeed in obtaining appropriate superior accreditation based on the criteria set by the National Higher Education Standards in Indonesia (Wijiharjono, 2021). In accordance with Menristekdikti regulation No.44 of

2015, Higher education institutions must at least be able to meet 24 national standards. Under normal conditions, higher education is difficult to realize, especially in the current era of change. Therefore, this is a challenge and opportunity for private tertiary institutions to play a role in order to survive (Al-Fikri, 2021), in supporting sustainability amidst the shocks of an era of change, so that it does not sink and disappear from circulation on campuses in Indonesia.

Based on the background description described above, this study aims to answer the role and strategy of private tertiary institutions in supporting sustainability in an era of change with the title "Strategy for Sustainability of Private Higher Education in Facing the Era of Society 5.0". It is hoped that this research will add insight, especially with regard to the preparation of research reports on sustainability in private tertiary institutions in the face of an era of change, so that the authors obtain an overview of the application of knowledge gained in lectures to practice in the field.

METHODS

In this study the approach used is an approach with a qualitative, descriptive method. Where this is a research method, which is usually used for "exploration," and qualitative research, generally used for "measure", the latter is generally used to make conclusion (Sugiyono, 2011). Qualitative research, is descriptive in nature, and tends to use an approach, inductive analysis, so that the process, and meaning based on, the subject's perspective is more, highlighted, in this qualitative research. Research on the Sustainability Strategy of Private Higher Education in facing the era of society 5.0 is relevant when using qualitative research. This is because this research fulfills the characteristics of qualitative research, especially in in-depth analysis through literature review in online media regarding the impact and consequences of change, how is the sustainability of higher education in dealing with change and implementing what strategies are carried out by tertiary institutions to remain sustainable in the era of current changes, then analyzed and drawn conclusions.

RESULTS & DISCUSSION

In facing the era of Society 5.0, which requires the development of information and communication technology, private universities have implemented several strategies. These strategies include:

1. Strategy Resources Allocated to Recycling

Resources allocated to recycling are resources allocated to recycling that are related to environmental impacts in private universities. Resources allocated to recycling in this study refer to waste management or resources that can be recycled. Private tertiary institutions must play an active role in reducing waste and managing waste into useful products. Not only that, if private tertiary institutions can utilize recycled waste into goods that have sale value and use, this will be an added value for private tertiary institutions in increasing revenue (Aji, 2019). This strategy can be applied by private universities in waste management because it is a key to success in managing waste in a sustainable manner. Many studies related to recycling and waste management in private universities have been carried out.

One of the private universities that manages waste for recycling is the Indonesian Islamic University in Yogyakarta, Central Java Province. The Islamic

University of Indonesia has made various efforts to maintain environmental sustainability, one of which is implementing the 3R concept (Reduce, Reuse, Recycle) in the waste management process. Reduce means reducing something that can generate waste, Reuse means using and utilizing waste that can still be used, recycle means remanaging waste or recycling waste into useful products.

2. Strategy Environmental Issues of Product

Environmental Issues of Product describes the environmental aspects of the product during its life cycle. Private tertiary institutions have activities related to the Tri Dharma of Higher Education in which all activities ranging from education, research, and community service must be carried out with a sense of responsibility. In this case, universities have a strategic role in providing insight into the problems of products or materials on the surrounding environment to the public and academics to have a sense of care for the environment (Leuwol et al, 2020).

This is in line with the movement to save the environment which is increasingly being carried out due to increasing global warming on earth. Universities are increasingly aware of how important it is to care about environmental issues by utilizing existing resources in the tertiary environment effectively and efficiently by buying or using green products that are environmentally friendly for environmental sustainability. So that later it can encourage student behavior to care about using or using products that are environmentally friendly and pay attention to problems that will be caused to the environment (Widhiastuti et al., 2020).

One private university implementing this strategy is Parahyangan Catholic University (UNPAR). Parahyangan Catholic University manages product issues for the surrounding environment in order to achieve sustainable development. UNPAR applies Adaptive Reuse to its old building constructions in order to maintain environmental sustainability. The aim is to maintain the existing historical features of the building while taking into account environmental issues around it. In line with Susanti et al., (2020) which states that implementing Adaptive Reuse fulfills 3 of the goals of sustainable development, especially in terms of environmental aspects in terms of maintaining and preserving environmental problems.

3. Strategy for Care of Biodiversity

Care of Biodiversity is a concern for biodiversity or biodiversity related to living conditions in the form of ecosystems. The increasing demographics of the population make the natural environment area as a place to live or habitat for various biodiversity begin to be threatened. For example, such as changing the function of land into residential areas and industrial areas as well as cutting down trees which makes it necessary to instill a caring character for biodiversity through education. Education is the right tool for character building, especially in environmental education. Which needs to be taught so that awareness of the environment and biodiversity is formed (Masruroh, 2018).

Like what was done by the Islamic University of Indonesia. In the form of efforts to preserve biodiversity, these private universities play a role in sustainable development by developing the potential of marine ecosystems in Indonesia . Not only that, the Islamic University of Indonesia also implements a sustainability leader who has a vision of an ecological campus area by building character and creating an environmentally friendly lifestyle. In line with Faizah (2020) who states that character building is needed through higher education with a learning process aimed at forming attitudes and behaviors that care about the environment and biodiversity.

4. Polluting Emission Strategy into The Air, Water, And Ground

Polluting emission into the air, water, and ground strategy is a strategy related to air pollution, water pollution, and soil pollution. Emission pollution to the air is a decrease in air quality as a result of the release of vehicle exhaust gases so that the air becomes polluted and the quality of its use cannot function as it should. Polluting emission into the air, water, and ground strategy is a strategy related to air pollution, water pollution, and soil pollution. Pollution of emissions into the air is a decrease in air quality as a result of the release of vehicle exhaust gases so that the air becomes polluted and the quality of its use cannot function as it should (Wakhid, 2018).

Therefore a strategy is needed to overcome the pollution problem. In particular, the implementation of strategies carried out by private tertiary institutions as educational institutions that create pioneers for the next generation of the nation's children who have caring behavior for the environment so that they can overcome the problem of environmental pollution. Therefore, Krida Wacana Christian University adopts a carbon neutral lifestyle in the campus environment by implementing a carbon footprint project within the scope of higher education. Every citizen at UKRIDA uses new and renewable energy or EBT to reduce carbon emissions in the air. In addition, Krida Wacana Christian University is also developing the science of sustainability accounting, this field of knowledge is useful in analyzing the impact of a business being run on the environment and also socially so that it can participate in preserving the environment.

5. Innovation and Technology Strategy

Innovation and Technology has a very important role in practicing sustainability because it has the concept of technological development that is energy efficient and friendly to the environment (Hatane et al., 2020). Therefore, with the development of innovation and technology, it can be used as a tool to face the challenges of sustainable development. Private tertiary institutions can implement this innovation and technology strategy.

Because private universities as professional institutions in the field of education understand how important the development of innovation and technology is in sustainability so that they can help reduce waste and save energy (Hatane et al., 2020). Innovation does not only appear in the field of technology but in the fields of economy, tourism and business. Higher education institutions produce many innovative products that are of great interest to investors (Hidayat, 2021).

There is Unika Atma Jaya which is making use of innovation and technology by introducing the "Metaverse" course, as a result of the co-19 pandemic, which has encouraged Unika Atma Jaya to innovate by utilizing technology. The aim is to provide opportunities for expanding access to education in cyberspace in an inclusive manner. With developments in technology, it provides opportunities to increase access in various fields, such as in the field of education to provide sustainable productivity.

6. Collaboration Strategy

Collaboration is a collaborative activity of an interaction designed to facilitate collective effort so that we can achieve goals together (Fitriyani et al., 2019). Higher education is an institution that has a role in educating quality students through a process of learning activities, collaboration, and problem solving (Fitriyani et al., 2019).

Collaborative strategies are very important for private tertiary institutions to carry out, because collaboration can create solutions to problems that occur both in the educational, economic, social fields, so as to achieve sustainable development goals

and cultural understanding. So that it can improve collaboration skills and higher-order thinking patterns for students (Fitriyani et al., 2019).

As was done by the National University which collaborated with WWF-Indonesia through the signing of a memorandum of understanding (MoU) in 2019, which aims to realize the role of private universities in achieving sustainable development. For example by creating environmentally friendly private universities (National University, 2019). The Islamic University of Indonesia also signed an MoU in 2018 with a Thai educational institution, which offered a scholarship program to students of Santichon Islamic School Bangkok to study at the Islamic University of Indonesia.

7. Knowledge Management Strategy

Knowledge Management is knowledge management implemented by universities to achieve competitive advantage (Masduki, 2019). Knowledge Management is a role carried out by universities to apply, update, and maintain knowledge to improve performance (Istikhroh, 2018). Therefore the implementation of knowledge management strategies is very important for private tertiary institutions to improve performance in a sustainable manner (Masduki, 2019).

As was done by Bina Nusantara University (Binus University) by giving a general course with the theme "Role of Corporate Secretary in Sustainability" which contains students majoring in Business Management. By introducing the Corporate Secretary profession to students to maintain companies in Indonesia so that they have good performance, this is a way for companies to provide information about aspects of sustainability that exist in companies through private universities (Bina Nusantara University, 2021).

According to Maduki (2019) tertiary institutions, both public and private, are educational institutions that are places for the development of appropriate knowledge in conveying aspects of sustainability to improve quality and performance.

8. Process Strategy

Higher education is an educational institution that has a very important role in creating quality human resources. Therefore, universities need roles and processes in preparing for this. By guaranteeing the quality and quality of higher education so that it can carry out a sustainability process (Arifudin, 2019).

The strategy for the sustainability process needs to be implemented by private tertiary institutions, to realize the vision and mission of private tertiary institutions by carrying out a value benefit process and a plan of action process through lecturer performance, lecture performance (for lecturers) financial governance, an ongoing higher education quality assurance mechanism properly, an effective management information system and so on (Arifudin, 2019).

As was done by Pamulang University by implementing the optimization of the principles of the sustainability process in achieving a lecturer career. The lecturer is someone who masters the field of knowledge which is disseminated to students. In universities in Indonesia, both public and private, the career of a lecturer has a structure that has been regulated by the government, so that lecturers can achieve it through scientific fields or positions achieved.

9. Purchase Strategy

One of the important elements of sustainability in improving the quality of private tertiary institutions is purchasing. Because private tertiary institutions compete competitively in improving quality to attract prospective students to register at these

private tertiary institutions through purchasing decisions (Fahrana & Anggadini, 2021). Purchasing or purchasing here describes a behavior in considering a sustainability issue in purchasing.

This purchasing strategy can be applied by private tertiary institutions, because it relates to how private tertiary institutions prepare themselves to compete in a healthy and competitive manner by making purchase decisions, direct marketing, green purchase behavior developing environmentally friendly products, working with MSMEs, and so on.

There is the Yogyakarta Muhammadiyah University (UMY) which developed a Marketplace for community service as a campus-based economic independence movement, this marketplace is named "Bedukmutu". This movement makes it easier for consumers to buy food through the marketplace at Yogyakarta Muhammadiyah University. In the long term, this movement can encourage sustainable private higher education independence (Muhammadiyah Yogyakarta University, 2022).

CONCLUSION

From the results of the data found, it is known that several implementations of the innovation strategies carried out in facing the era of change are: Resource Allocated of Recycling in this strategy private universities must be able to allocate waste management or resources for recycling properly and environmentally friendly; Environmental Issues of Product where private tertiary institutions must be able to utilize existing resources in the environment effectively and efficiently by using environmentally friendly products; Care of Biodiversity cares for biodiversity or biodiversity by providing programs to students such as developing and maintaining the potential of marine ecosystems; Polluting Emission Into The Air, Water, and Ground where private universities can deal with pollution problems either in the air, water, or on the ground; Innovation and Technology private tertiary institutions can take advantage of technological developments to develop innovations to improve quality and competitiveness; Collaboration, which in this strategy is a collaborative activity carried out by private universities to facilitate business activities in achieving common goals; Knowledge Management in this strategy of private tertiary institutions focuses on implementing, updating, developing, and enhancing the knowledge base ; The process in which this strategy is used by private tertiary institutions in determining their role so that higher education activities are carried out efficiently and know the expected vision and mission; and Purchase where this strategy is used by private universities to increase competitiveness and quality by considering a sustainability issue in purchasing.

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