

Strategy for Development of Research and Service to The Community of Al Islam Lecturers

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ABSTRACT

The limited space for lecturers of Al Islam kemuhammadiyaan in self-development in increasing the Tri Dharma of Higher Education. The purpose of this study is how to develop research strategies and community service lecturers at Al Islam Kemuhammadiyaan, University of Muhammadiyah Mataram. the method used is through non-formal interviews with AIK lecturers and data analysis using SWOT. The analysis consists of internal and external factors. Decisions are taken from the results of the collaboration of internal and external factors. The results of this study indicate that the strategies for developing research and community service for AIK lecturers at the University of Muhammadiyah Mataram include: 1) Increasing writing, researching and serving skills, 2) Increasing cooperation with all parties, especially PTMA throughout Indonesia in supporting AIK values through research. and Collaborative PKM, 3) Have the initiative to compete and develop themselves, and 4) Need innovation and creation among AIK lecturers. There needs to be a self-development strategy through self-initiative, so as to be able to compete globally.

Keywords : Strategy; Research; Service; AIK Lecturer

INTRODUCTION

The position of lecturers at universities has an important and strategic role in terms of academic and student development (Cameron, 1981; Panda et al., 2019). Lecturer is power professionals who determine what is good for students based on professional considerations so that the problems of academic staff are very sensitive on the development of higher education as one of the determinants of the continuity of or existence in higher education institutions (Alves et al., 2019; Muangmee et al., 2021; Veer-Ramjeawon & Rowley, 2020). Lecturers have an important role in character education in universities (Said et al., 2019). In carrying out the main tasks of the Tri Dharma of Higher Education, namely conducting teaching, research, and community service (Azhari & Alaren, 2017).

The existence of lecturers as the backbone in academic development in universities. Lecturers have three roles in the context of assigning tasks, namely as planners, as facilitators and as evaluators (Edwards, 2017; Shafritz et al., 2017). As a planner, the lecturer is the determinant of the types of tasks that must be done by students. Moreover, this condition is strengthened by the Islamic campus providing a new nuance in supporting Islamic-based HR.

One of the virtues of being in Islamic tertiary institutions is human resources at Muhammadiyah Universities throughout Indonesia, namely Al Islam Kemuhammadiyaan (AIK)

lecturers. Where the function of AIK is as a means of education, teaching, and cadre, as the core value of creating an Islamic campus, as well as developing progressive Islamic ideas. AIK's general goals to be achieved are as a true source of Islam, forming a Muslim community that is forward-thinking and making progress for the nation and religion, driving religion in society (da'i), and producing future leaders.

Muhammadiyah University Mataram as the largest private university in West Nusa Tenggara, has human resources that are able to compete at the ASEAN level according to its vision and mission, namely "UMMAT is to become an Islamic University, independent, superior and competitive in the ASEAN region". Mission: Organizing Catur Dharma College that is able to meet the demands of society or users of higher education output.

In improving the human resources of lecturers at the University of Muhammadiyah Mataram (UMMat) in the field of education, further studies are carried out and provide training opportunities, in the field of research, grants are given in the form of grants including: competitive grants, Doctoral Grants and AIK Grants and in the field of Service, community service grants are given.

Based on the model of improving human resources for UMMat lecturers, it was found that the proposal for special proposals for AIK Lecturers reached 50 percent, meaning that the awareness of AIK lecturers, especially in competing in the fields of research and service, was still low. This research is important to do in order to find a strategy for developing research and community service lecturers of Al Islam Kemuhammadiyah, Muhammadiyah University of Mataram.

METHOD

The method used in this research is descriptive method with a qualitative approach. Data collection in the study was carried out through non-formal discussions with Al Islam and Kemuhammadiyah lecturers at the Muhammadiyah University of Mataram. The data is obtained from three sources, namely: first, it will be extracted from direct observations of the activities of AIK lecturers in submitting research and community service; second, obtained through sources; third, documentation in the form of reports. Data collection was carried out in this study using 4 (four) methods, including: observation, interviews, recording and recording. Data validity using source triangulation technique. Data analysis using SWOT. The analysis consists of internal and external factors. Decisions are taken from the results of the collaboration of internal and external factors.

RESULTS AND DISCUSSION

Internal and External Factors

The strategic factors that can be identified as strengths, weaknesses, opportunities and threats are presented and analyzed in the form of Table 1. To get how much capability Internal and External strategic factors after that the total IFAS and EFAS will be presented in the form of an IE Matrix table. After getting the next strategy to get the alternative development strategy needed, it is analyzed again in the form of a SWOT Matrix which gets four alternative strategy cells and determines strategic priorities according to the positioning that has been obtained.

Table 1. Diagram SWOT

	Strength	Weakness
	<ol style="list-style-type: none"> 1. Human Resources for AIK Lecturers are professional 2. Have a network of cooperation between PT and or Individual PTMA 3. Research budget quota available AIK based 4. Budget quota available Community service (PKM) 	<ol style="list-style-type: none"> 1. Lack of AIK-certified human resources 2. HR does not focus on areas of expertise 3. Limited submission of AIK Grant proposals 4. Limited submission of service grants 5. Do not have a research group between AIK 6. The relationship between research activities and (PKM) is less synergistic edia Research budget quota AIK based 7. Budget quota available Community service (PKM)
	Opportunities	Threats
	<ol style="list-style-type: none"> 1. The number of institutions outside universities to collaborate in the field of research and PKM on AIK 2. There are many sources of funding for research and PKM from outside universities 3. Even distribution of opportunities for lecturers to obtain research grants and internal PKM 	<ol style="list-style-type: none"> 1. Research culture and dedication 2. The rapid development of science and technology 3. Global competition between educational institutions 4. Lack of scientific work / publications

Source: Data Analytics, 2022

Based on the findings of the data above (Table 1), it shows that the internal and external strategic factors in the research development strategy and PkM AIK UMMat Lecturers are various, including: HR Professional AIK Lecturers, Having a network of cooperation between PT and or Individual PTMA, Available AIK-based research budget quotas, Available Community Service budget quota (PKM). Opportunities that are owned are the lack of HR certified AIK, HR does not focus on the field of expertise, limited submission of AIK grant proposals, limited submission of service grants, does not have a research group between AIK and the relationship between research activities and (PkM) is less synergistic.

Various training activities conducted by the Institute for Research and Community Service, University of Muhammadiyah Mataram, have not been able to have a positive impact on self-development in the field of research and community service, especially AIK lecturers. An

alternative strategy is needed to provide point values for AIK lecturers in increasing productivity, especially in career development as AIK lecturers.

Table 2. Matriks Internal Strategic Factor Analysis Summary

Strategic Factors	Weight	Rating	Score
Strength			
Human Resources for AIK Lecturers are professional	0.12	5	0.61
Have a network of cooperation between PT and or Individual PTMA	0.08	4.5	0.37
Research budget quota available AIK based	0.10	3.5	0.36
Budget quota available Community service	0.08	4	0.33
Weakness			
Lack of AIK-certified human resources	0.08	2.5	0.20
HR does not focus on areas of expertise	0.10	3.2	0.33
Limited submission of AIK Grant proposals	0.08	2.7	0.22
Limited submission of service grants	0.10	3.4	0.35
Do not have a research group between AIK	0.06	3.8	0.23
The relationship between research activities and (PKM) is less synergistic edia Research budget quota AIK based	0.04	2.9	0.12
Total	1	41	3.51

Internal factors in research development and PkM AIK UMMat Lecturers based on matrix weights (Table 2) show that the score is 3.51. This condition shows in Table 4 that the strength to overcome the internal weaknesses of AIK lecturers is strong, so that they have the opportunity to support the careers of AIK lecturers, especially improving the quality of research and community service.

The career development of lecturers is very important because it is a reflection of the development of the Institute. Therefore, the leadership must make career development a serious concern for the sake of mutual interest and progress (Sumiyati et al., 2019).

Table 3. Matriks External Strategic Factor Analysis Summary

Strategic Factors	Weight	Rating	Score
Opportunities			
The number of institutions outside universities to collaborate in the field of research and PKM on AIK	0.13	5	0.65
There are many sources of funding for research and PKM from outside universities	0.13	4.5	0.60
Even distribution of opportunities for lecturers to obtain research grants and internal PKM	0.13	3.5	0.44
Threats			
Research culture and dedication	0.13	2.4	0.32
The rapid development of science and technology	0.13	2.2	0.28
Global competition between educational institutions	0.12	2.1	0.24
Lack of scientific work / publications	0.10	2	0.21
Total	1	25.7	3.27

The potential of AIK lecturers in research development and PkM AIK UMMat lecturers are as expected by all parties. Therefore, based on the results of the identification of external strategies (Table 3), it shows that the total weighting score reaches 3.27. This condition shows that self-development through research and PkM AIK UMMat lecturers has the opportunity to avoid the existing threats. This is reinforced in Table 4 that external factors are strong.

Opportunities for AIK lecturers in self-development through research and PkM through external factors, namely colleagues and organizations. The role of this self-development factor is very important for lecturers, but once again the main actor is the lecturer himself. Superiors, colleagues, and organizations can provide encouragement and support even though they cannot play a large role as lecturers do (Mardatillah, 2020), (Susanto et al., 2021), (Iskandar & Syahrial, 2019) and (Dimala, 2012). 2019).

Table 4. Internal and External Matrix

	Strong 3,0–4,0	Average 2,0–2,99	Weak 1,0–1,99	
4,0	3,0	2,0	1,0	Tall 3,0–4,0
3,0	I	II	III	Currently 2,0–2,99
2,0	IV	V	VI	Low 1,0–1,99
1,0	VII	VIII	IX	
	↓		↓	
	<i>Hold and Maintain</i>		<i>Harvest or Divest</i>	

Based on Table 4, the IFAS and EFAS matrix weight values show that the internal and external contribution values are more profitable and have the opportunity to develop further. This condition is strengthened by data analysis of SWOT scores and weights of IFAS reaching 3.51 and scores and weights reaching 3.27, both of which are in a strong position. This position can be developed through the selection of alternative strategies through the following SWOT results.

Research Development Strategy and community service AIK lecturers

The task of a lecturer or educator is so noble, we can call the lecturer the great teacher who is always remembered for all time, namely the "Unsung Hero". If it were not for the services and struggles of a teacher, our children would not know letters and read. One of the noble duties of lecturers, as stated in the Law on Teachers and Lecturers Article 1 paragraph 2 Lecturers are professional educators and scientists with the main task of transforming, developing, and

disseminating science, technology, and art through education, research, and community service.

Table 5. Matrix Analysis

<p style="text-align: center;">IFAS</p> <p style="text-align: left;">EFAS</p>	<p>Strength</p> <ol style="list-style-type: none"> 1. Human Resources for AIK Lecturers are professional 2. Have a network of cooperation between PT and or Individual PTMA 3. Research budget quota available AIK based 4. Budget quota available Community service (PKM) 	<p>Weakness</p> <ol style="list-style-type: none"> 1. Lack of AIK-certified human resources 2. HR does not focus on areas of expertise 3. Limited submission of AIK Grant proposals 4. Limited submission of service grants 5. Do not have a research group between AIK 6. The relationship between research activities and (PKM) is less synergistic 7. Budget quota available Community service (PKM)
<p>Opportunities</p> <ol style="list-style-type: none"> 1. The number of institutions outside universities to collaborate in the field of research and PKM on AIK 2. There are many sources of funding for research and PKM from outside universities 3. Even distribution of opportunities for lecturers to obtain research grants and internal PKM 	<p>Strategi SO</p> <p>Improve writing, research and service skills</p>	<p>Strategi WO</p> <p>Increase cooperation with all parties, especially PTMA throughout Indonesia in supporting AIK values through research and Collaborative PkM</p>
<p>Threats</p> <ol style="list-style-type: none"> 1. Research culture and dedication 2. The rapid development of science and technology 3. Global competition between educational institutions 4. Lack of scientific work / publications 	<p>Strategi ST</p> <p>Have the Initiative to compete and develop themselves</p>	<p>Strategi WT</p> <p>Need innovation and creation between AIK lecturers</p>

The strategic factors based on the matrix Table 5 clearly describe the external opportunities and threats faced according to their strengths and weaknesses. Therefore, it produces alternative solutions including:

- The first strategy is to improve writing, researching and serving skills
- The second strategy is to increase cooperation with all parties, especially PTMA throughout Indonesia in supporting AIK values through collaborative research and PKM
- The third strategy, has the initiative to compete and develop yourself
- The fourth strategy requires innovation and creation among AIK lecturers

Increased knowledge and skills of participants in using a journal template. One of their passions is additional knowledge about the ins and outs of an electronic journal which is now being used as a performance appraisal of lecturers by the Ministry of Research, Technology and Higher Education (Fernandez et al., 2020). This statement is reinforced that a total of 80% of education staff need training to improve their abilities and performance, also all education staff feel the need for development to support the work of lecturers (Nawangwulan, 2018)

CONCLUSION

Strategies for developing research and community service for AIK lecturers at Muhammadiyah Mataram University include: 1) Increasing writing, research and service skills, 2) Increasing cooperation with all parties, especially PTMA throughout Indonesia in supporting AIK values through collaborative research and PKM, 3) Have the initiative to compete and develop themselves, and 4) Need innovation and creation among AIK lecturers. There needs to be a self-development strategy through self-initiative, so as to be able to compete globally.

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