Data Integration and Lecturer Expertise: Its Relevance to the Academic Reputation of the Faculty of Languages and Arts UNNES

Dhoni Zustiyantoro[1], Mulyono[2], Sriyadi[3]

{petanikata@mail.unnes.ac.id[1], sendang_bagus@mail.unnes.ac.id[2], yadibae@mail.unnes.ac.id[3]}

Universitas Negeri Semarang

Abstract. Academic reputation in higher education is important and needs to be improved, especially to answer the challenges of the academic world and the increasingly diverse scientific contributions. One way that can be done to improve academic reputation is by presenting complete and valid lecturer data. With complete and professional data on lecturers' expertise, it is hoped that the academic community at the national and international levels can quickly obtain information about lecturers who are expected to work together in the tri dharma and institutional fields. This research is an initial study to show the importance of data integration and lecturers' expertise. The Faculty of Languages and Arts supports the vision of Universitas Negeri Semarang (UNNES) to become "a university with a conservation perspective and with an international reputation." To achieve this, strengthening academic reputation at the global level is an absolute must.

Keywords: Academic reputation, world class university, higher education, Universitas Negeri Semarang.

1 Introduction

In the management of higher education, several of the most crucial things to be continuously improved are the academic reputation and expertise of lecturers. It is important to answer the challenges of the academic world that continue to vary. Campuses should be the guardian pillars of the development of science amid the polarization of society, including the erosion of trust in experts and educational institutions. Several criticisms were leveled at universities; one of which is written by Tom Nichols, in his famous book, The Death of Expertise [1]. He cynically stated that the university where the experts live is already under threat due to the post-truth phenomenon. Everyone in the internet era is free to speak and does not want to hear what is right from the experts [2]. People today only want to hear what they want to hear and nothing else. Although this is not new, the emergence of the internet has made the life of everyone who has access to be an "expert" in all things easier because of the ease that we can get through the Google search engine. In addition, internally, there is a phenomenon of hoarding knowledge to gain power, authority, influence, opportunity, and promotion which negatively affects the practice of knowledge sharing [3]. Economic motives are the main factor in the internal dynamics that appear in universities [4].

Currently, Indonesia has 4,597 universities with 39,786 study programs, more than 310 thousand lecturers, and 294,362 students [5]. In terms of quantity, the number of campuses in Indonesia is a large number when compared to a population of more than 250 million residents. When compared to China, which has a population of 1.4 billion, it has only 2,824 campuses. For this reason, the Indonesian government has an interest in improving the academic quality of universities and making Indonesian campuses able to compete on a world scale. It is also so that universities in Indonesia become a means of preparing future generations who are superior and competitive [6]. To achieve this, the campus must provide support for the specific expertise of each lecturer, and encourage them to apply for the highest career path to become a professor[7].

Universitas Negeri Semarang (UNNES) has a vision of becoming a "University with conservation insight and international reputation" [8]. UNNES is a former university of the Teacher Training and Educational Sciences Institute (IKIP) which is dominant in opening educational study programs. This campus provides education ranging from diploma, bachelor, master's, and doctoral pathways. Currently, UNNES has 85 study programs spread across 8 faculties and Postgraduates. This campus has an A (Superior) accreditation by the National Accreditation Board for Higher Education with the number 1069/SK/BAN-PT/Ak-PPJ/PT/XII/2021 and is valid until 2026. In 2021, the number of applicants at UNNES will reach 40,778 for the Selection pathway. National Entrance to State Universities (SNMPTN). That makes UNNES the campus with the fourth largest number of enthusiasts in Indonesia.

In 2017, UNNES declared itself to realize the reputation of the institution with the name "year of reputation" through two rector regulations [9]. The first regulation states that UNNES is committed to prioritizing strengthening institutional capacity, strengthening accreditation of national and regional study programs, developing international academic reputations, and revitalizing lembaga pendidikan tenaga kependidikan (LPTK). The second regulation states that the slogan "Arum luhuring pawiyatan ing astanira" contains a message that UNNES has the spirit to become a house of science for developing superior civilizations. The conservation spirit is supported by three pillars, namely values and character, art and culture, and natural resources and the environment. However, based on an analysis conducted on the productivity of the performance of UNNES lecturers and employees in realizing the 2017 reputation year, their knowledge, expertise, and abilities do not always show good productivity [10]. Performance-based motivation and rewards are needed to improve performance and productivity.

UNNES Rector, Prof. Dr. Fathur Rokhman, stated that the reputation of the campus lies in the academic reputation of the lecturers. For this reason, he encourages all lecturers to improve the academic atmosphere by strengthening their academic dignity, namely the Tridharma perguruan tinggi [11]. That is the ideal campus condition and will affect the quality of students. Several obstacles to publishing research results, as experienced by doctoral students at Postgraduate, are the lack of insight into the ability to write articles, time constraints, busyness, language limitations and limited access to journals, and availability of online journal subscriptions [12]. However, UNNES has encouraged productivity in various ways, including providing assistance, giving awards, and providing measurable performance targets to lecturers at the beginning of the year [13]. A study conducted by Thoring at the University of Munster states that it is necessary to centralize information, knowledge, and expertise in the field of digital learning [14]. Lecturers want a "digitization center" they can contact for information and practical advice on information technology services, in addition to an incentive system.

On a global scale, the academic reputation and quality of an institution's education are always determined by the expertise, skills, abilities, and competencies of the academic community [15]. Appropriate methods must be used to measure the performance and credibility of lecturers. Otherwise, the poor quality of education will have a bad impact on the institution. On the other hand, universities should understand and deliver what their PhD-degree lecturers want, namely clearer assignments about research and teaching. Insights and knowledge that continue to develop make higher education institutions have to adapt to the pattern of lecturer recruitment. The professional profile of lecturers is needed to build a new professional career for future lecturers [16].

The expert system has been attempted several times, but until now, it has not become an established system and can become a reference. In 2014, Purwinarko created an expert system for UNNES lecturers that presented data on experts owned by this campus [17]. He created an expertise management system (EMS) and went through the prototype stage which included analysis, design, system design, DFD, ERD, and database schema design, as well as programming, testing, and maintenance. It is hoped that outside parties who are looking for information related to lecturers' expertise can easily find it. However, this system is now no longer accessible, so the results and the database are not known to what extent.

As with the regulations proclaimed by the government, that in Indonesia, lecturers have an obligation to carry out the tridharma perguruan tinggi, namely teaching, researching, and doing community service. Every year, lecturers' performance must be reported, which means they must fulfill these three elements. However, it is not directly proportional to the integration of existing data in the campus internal database. Reporting often still has to be done manually, even though reports and outputs have been published by journals. In fact, in the academic world, data integration that can be accessed openly by the public and policy makers is very much needed. For this reason, one way that must be taken by UNNES to improve academic reputation is the provision of complete and valid data, especially data related to publications and data on lecturers' expertise. By having complete data and displaying it on the web in a professional manner, the academic community is expected to be able to quickly obtain information about lecturers.

This article reflects the importance of data integration to support the expertise of FBS UNNES lecturers. By elaborating and reflecting critically, we want to answer the extent to which the importance of data in the form of publications and documents produced by lecturers should be managed and displayed professionally. Furthermore, this study critically also wants to show the extent to which lecturers must maintain their academic productivity because their performance can be observed by anyone, in addition to preventing stagnation in academic careers.

2 Method

This study uses a qualitative systematic review method. This method is used to synthesize descriptive research results and findings. This method is also called meta-synthesis, which is to integrate data to get new theories and concepts or a deeper and more comprehensive level of understanding [18]. The stages of research with this method include: 1) formulating research questions; 2) conducting a systematic review of literature searches; 3) selecting the appropriate articles; 4) performing analysis and synthesis of qualitative findings; 5) enforcing quality

control; and 6) compiling reports. This metasynthetic research uses a meta-aggregation approach, which aims to answer research questions by summarizing various research results [19]. The research topic, namely data integration and its relation to academic reputation, is linked to one another's references. The result of the synthesis is an aggregate of various appropriate and relevant references.

3 Finding and Discussion

Faculty of Language and Arts Universitas Negeri Semarang (UNNES) has qualified human resources. Lecturers are recruited with a civil servant recruitment scheme or through internal selection in an objective and prioritizing competence. With the vision of "Being a faculty with cultural conservation insight and with international reputation", FBS wants to support the big vision of UNNES, especially to become a campus with an international reputation. The main characteristic of this faculty is the humanist character that is instilled in lecturers, education staff, and students. According to the Vice Dean III for Student Affairs, Dr. Eko Raharjo, the humanist character as a characteristic of FBS UNNES is expected to be internalized in every student. Facing the era of disruption and the Industrial Revolution 4.0, the humanist character remains relevant and able to be a provision to face increasingly competitive work competition [20]. Humanist character on a practical level is to humanize and respect other people. Although the times continue to move dynamically, this character is expected to continue to be internalized in the younger generation in the era of global competition. According to him, students will have increasingly complex challenges. For this reason, universities have an obligation to equip students to be able to be part of the movement of the nation's progress. To support this big vision, FBS UNNES must be equipped with highly competent human resources. Lecturers are expected to continue doctoral studies to increase their scientific capacity [21]. In this way, the reputation and academic atmosphere will continue to be improved.

Table 1. FBS UNNES study programs and human resources.

Data	Amount
Lecturer	207
Lecturer with doctorate	67
Professor	11
Educational staff	42
Study program	16
Accredited A by BAN-PT	14
Internationally Accredited	4
International classes	5

However, what has been done by lecturers at FBS UNNES has not been well documented. One of the main reasons is that a number of reporting systems have not been integrated and displayed as a lecturer's academic profile. The unintegrated data can also be seen from the output of academic work produced by FBS UNNES lecturers. For example, in the category of books

written by lecturers, in 2021 only 4 books will be written. In fact, in that year the faculty held a book publishing grant which passed 19 book titles[22]. Every year, the faculty routinely organizes book writing assistance grants for. It was held to encourage lecturers to be more enthusiastic in writing books, including reference books, textbooks, and monographs. To maintain objectivity, the selection of book manuscripts is carried out by an external party with a blind review.

**Table 2.** Output of academic work of FBS UNNES lecturers 2017-2021.

Name	2021	2020	2019	2018	2017
Reputable international journal	35	98	24	46	18
International journal	18	79	108	97	17
Reputable internasional proceeding	181	176	216	96	104
Accredited national journal	26	41	18	14	13
Books	4	54	1	1	1
Copyright	461	169	212	114	38

Every year, all departments at FBS UNNES also regularly hold seminars and conferences, both on a national and international scale. The seminar presented expert speakers, policymakers, and FBS UNNES lecturers. Seminars are also a means to publish papers in which one of the participants is a lecturer. The paper is published in a journal that has collaborated with the conference committee, either for a Sinta accredited national journal or an international journal indexed by Scopus or Web of Science (WoS). For example, in 2019, the faculty held a Conference on Environmental Conservation through Language, Arts, Culture, and Education (CECLACE)[23]. Conference participants presented their research papers in the fields of language, art, culture, and teaching, as well as the scientific scope at FBS UNNES. However, there was a small number of publication achievements in 2019. In the same year, the English Department also organized English Language Teaching, Literature, and Translation (ELTLT). The conference is held regularly every year and collects papers from participants and is published in international proceedings.

On the https://unnes.ac.id web page, there is a column that provides a directory of doctoral and professor expertise. It contains more than 60 UNNES professors, including research profiles, community service, and job profiles. However, the profiles presented have not been updated for the past three years. Some of the names of new professors have not been included in this profile directory, including the deletion of profiles of professors who have retired or died. This needs to be considered because the website is the main website of the university which is a public reference in looking for experts or institutions who want to seek referrals for collaboration. The website is managed by the UPT Pusat Humas, which in practice takes care of many things related to the promotion of institutions, protocols for events involving university leaders, and preparing many technical matters. For this reason, institutions need to allocate qualified human resources who can carry out regular and continuous updating. The public can access lecturer information at https://simpeg.unnes.ac.id and https://staff.unnes.ac.id, but the data available there are only technical-administrative questions related to names and employee identification numbers (Nomor Identitas Pegawai - NIP), email address, level of education, class, and last rank, as well as teaching courses. This various information is not always directly related to the expertise of the lecturers because they are limited to providing technical data related to staffing.

Likewise, the faculty web (https://fbs.unnes.ac.id) only displays lecturer data in tabular format and the home base of the study program. It does not provide any information to the public.

In the end, the existing data is generated from profiles on Google Scholar or Sinta whose system is owned by the Ministry of Education, Culture, Research, and Technology. The performance reporting mechanism, starting in 2022, uses the Integrated Resource Information System (Sister) which is parented by the Directorate of Resources of the Ministry of Education and Culture. Every semester, lecturers are required to update their performance, something that takes time and energy and many complain because it interferes with the productivity of lecturers who choose to focus on their main work in the tridharma perguruan tinggi. This can even interfere with the guidance process for students and make the jockeys making final assignments more widespread [24]. The government had discussed the "import of lecturers" to overcome the problem of academic productivity and trigger universities to become world-class universities. According to the government, the phrase means that lecturers from abroad can teach and become permanent lecturers on campuses in Indonesia. The aim is to improve the quality of higher education and meet international standards. However, this discourse has been criticized a lot because it is considered not to be a solution for the academic context in Indonesia [25]. However, several rectors welcomed this discourse because they considered that "imported lecturers" would be able to become a catalyst in boosting academic achievement in Indonesia, as said by the Rector of Universitas Gadjah Mada, Prof. Panut Mulyono [26].

Figure 1. Web view https://fbs.unnes.ac.id
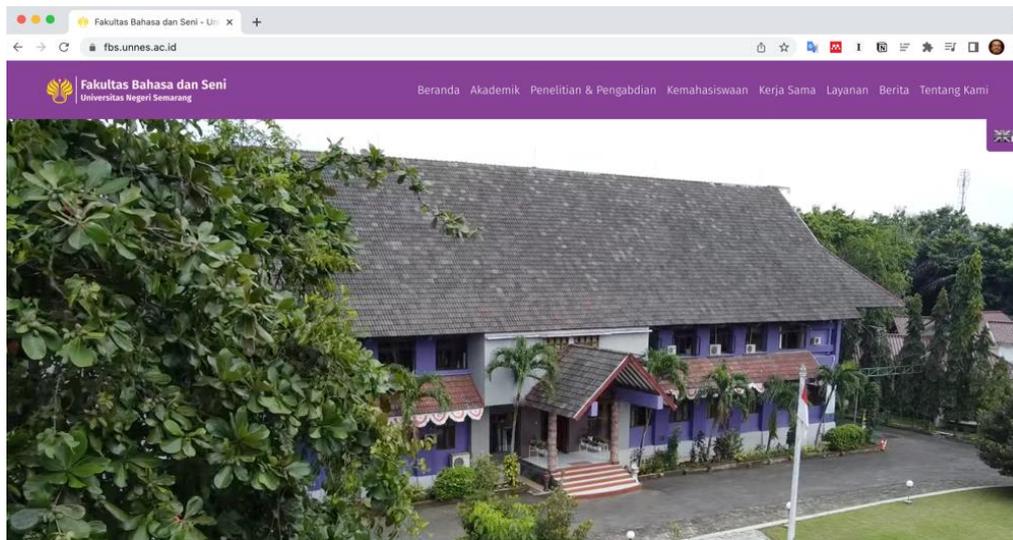
One of the problems now is that the data is owned by each unit and is not displayed professionally on the web. In the future, it will be very good if each lecturer, especially those who have doctoral degrees and have consistent publications every year, can be displayed along

with various academic data needed for initial assessments required by external institutions. This will ultimately support the academic reputation of FBS UNNES. Every recent incident in society awaits academic intervention through ideas and alternative solutions. Because academics are neutral figures who encourage substantive change and provide new views for social change in a progressive direction [27]. It could be one way for the campus to continue to play a role in change. The lack of a campus role has also drawn criticism, including internal campus parties themselves in various contexts, for example about scientists who actually manipulate science for the benefit of power and pragmatism [28]. For this reason, the public needs to provide escorts for academics so they don't stop contributing. Thus, the appearance of expertise is also an effort to control the quality and productivity of lecturers by the public, so that they continue to publish academic works and play a role in the community.

4 Finding and Discussion

It turns out that integrating data is very important in building the expertise of lecturers and the academic reputation of the institution. In addition to teaching, in Indonesia, lecturers are also required to conduct research and community service, so that the results obtained must be documented in a professional profile. This will encourage the public to more easily access information, research results, and explore cooperation for those with an interest. Indeed, third parties such as Google Scholar and the government-owned Sinta web have provided profiles generated automatically through publication in each journal. However, lecturer profiling requires consistent data integration related to the field a lecturer is engaged in. Another benefit is that the resources owned by the institution are not wasted. In that way, FBS UNNES can further encourage the vision of UNNES.

References

[1] T. Nichols, The Death of Expertise. Oxford University Press, 2017.

[2] M. Pulliam, "The Death of Expertise: The Campaign Against Established Knowledge and Why It Matters by Tom Nichols," J. Intellect. Free. Priv., vol. 2, no. 3–4, 2018, doi: 10.5860/jifp.v2i3-4.6483.

[3] F. Muqadas, M. Rehman, U. Aslam, and U. Ur-Rahman, "Exploring the challenges, trends and issues for knowledge sharing: A study on employees in public sector universities," VINE J. Inf. Knowl. Manag. Syst., vol. 47, no. 1, pp. 2–15, 2017, doi: 10.1108/VJIKMS-06-2016-0036.

[4] H. Nugroho, "The Political Economy of Higher Education: The University as An Arena for The Struggle for Power," in Social Science and Power in Indonesia, V. R. Hadiz and D. Dhakidae, Eds. Jakarta: Equinox Publishing, 2005, pp. 113–165.

[5] Kemdikbud, "PDDIKTI dalam angka," 2022. https://pddikti.kemdikbud.go.id/.

[6] A. Susanti, "Jumlah Kampus di Indonesia Lebih Banyak dari China," Okezone, 2016. https://edukasi.okezone.com/read/2016/09/15/65/1489941/jumlah-kampus-di-indonesia-lebih-banyak-dari-china.

[7] S. Levander and U. Riis, "Assessing educational expertise in academic faculty promotion," Nord. J. Stud. Educ. Policy, vol. 2016, no. 2–3, pp. 1–12, 2016, doi: 10.3402/nstep.v2.33759.

[8] UNNES, "Profil UNNES," 2016. https://unnes.ac.id/tentang.

[9] UNNES, "Dua Peraturan Rektor Terbit tentang Tahun Reputasi dan Spirit Konservasi," 2017. https://unnes.ac.id/berita/dua-peraturan-rektor-terbit-tentang-tahun-reputasi-dan-spirit-konservasi.html.

[10] Walid, Sugiman, Sunarmi, and D. T. Wiyanti, "Analisis Produktivitas Kinerja Dosen dan Tenaga Kependidikan dalam Mewujudkan Tahun Reputasi Universitas Negeri Semarang (UNNES) Menggunakan Jaringan Saraf Tiruan," in Prisma, Prosiding Seminar Nasional Matematika, 2018, vol. 1, pp. 919–927, [Online]. Available: https://journal.unnes.ac.id/sju/index.php/prisma/article/view/20619/9784.

[11] UNNES, "Silaturahmi di FBS, Rektor: Atmosfer Akademik Mesti Ditingkatkan," 2018. https://unnes.ac.id/berita/silaturahmi-di-fbs-rektor-atmosfer-akademik-mesti-ditingkatkan.html (accessed Aug. 08, 2022).

[12] A. Purwanto, Y. Sudargini, and E. Siswanto, "Pelatihan Strategi Publikasi Artikel Ilmiah di Jurnal Nasional dan Internasional Bereputasi pada Mahasiswa S3 Manajemen Pendidikan UNNES," J. Community Serv. Engagem., vol. 01, no. 01, pp. 13–17, 2021, [Online]. Available: http://jocosae.org/index.php/jocosae/article/view/4/3.

[13] UNNES, "Lima Cara Rektor UNNES Dorong Produktivitas Dosen," 2018. https://unnes.ac.id/berita/lima-cara-rektor-unnes-dorong-produktivitas-dosen.html (accessed Aug. 08, 2022).

[14] A. Thoring, D. Rudolph, and R. Vogl, "The digital transformation of teaching in higher education from an academic's point of view: An explorative study," in Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 2018, pp. 294–309, doi: 10.1007/978-3-319-91743-6_23.

[15] N. Saaludin, M. H. Ismail, B. C. Mat, and S. Harun, "Improving lecturers' evaluation score by using analytic hierarchy process (AHP): A case at Universiti Kuala Lumpur," Indones. J. Electr. Eng. Comput. Sci., vol. 15, no. 1, pp. 391–398, 2019, doi: 10.11591/ijeecs.v15.i1.pp391-398.

[16] D. Griffioen, "Building Research Capacity in New Universities During Times of Academic Drift: Lecturers Professional Profiles," High. Educ. Policy, vol. 33, no. 2, pp. 347–366, 2020, doi: 10.1057/s41307-018-0091-y.

[17] A. Purwinarko and Y. Sukestiyarno, "Model Expertise Management System di Universitas Negeri Semarang," Sci. J. Informatics, vol. 1, no. 2, pp. 177–184, 2015, doi: 10.15294/sji.v1i2.4024.

[18] A. Perry and N. Hammond, "Systematic Reviews: The Experiences of a PhD Student," Psychol. Learn. Teach., vol. 2, no. 1, pp. 32–35, 2002, doi: 10.2304/plat.2002.2.1.32.

[19] J. Noyes et al., "Qualitative and Implementation Evidence and Cochrane Reviews," in Cochrane Handbook for Systematic Reviews of Interventions version 5.3.0 (updated October 2015), 2015, pp. 1–26.

[20] UNNES, "FBS Unnes Internalisasikan Karakter Humanis," 2019. https://fbs.unnes.ac.id/2019/11/29/fbs-unnes-internalisasikan-karakter-humanis/ (accessed Aug. 10, 2022).

[21] UNNES, "Meneladani RA Kartini, UNNES Dorong Dosen Studi Lanjut," 2018. https://unnes.ac.id/berita/meneladani-ra-kartini-unnes-dorong-dosen-studi-lanjut.html (accessed Aug. 10, 2022).

[22] FBS UNNES, "Hasil Seleksi Hibah Penulisan Buku 2021," Semarang, 2021.

[23] FBS UNNES, "CECLACE 2019, Peserta Konferensi Paparkan Hasil Penelitian," 2019. https://fbs.unnes.ac.id/2019/07/07/ceclace-2019-peserta-konferensi-paparkan-hasil-penelitian/ (accessed Aug. 09, 2022).

[24] Tempo, "Beban Dosen Terlalu Berat Picu Jual-Beli Skripsi," 2015. https://nasional.tempo.co/read/671166/beban-dosen-terlalu-berat-picu-jual-beli-skripsi (accessed Aug. 09, 2022).

[25] Kedaulatan Rakyat, "Impor Dosen," 2018. https://www.krjogja.com/angkringan/analisis/impor-dosen/ (accessed Aug. 09, 2022).

[26] The Jakarta Post, "Indonesian state universities welcome foreigners as permanent lecturers," 2018. https://www.thejakartapost.com/news/2018/04/16/state-universities-welcome-foreigners-as-permanent-lecturers.html (accessed Aug. 09, 2022).

[27] A. Sulistiyono, "Menggugat Peran Akademisi dalam Memperbaiki Kualitas Kehidupan Masyarakat," in Prosiding Seminar Nasional DMI, 2018, pp. 9–18, [Online]. Available: https://dmi-journals.org/prosiding/article/view/6/3.

[28] H. P. Wiratraman, "Ilmuwan dan Taman Manipulatif," 2022. https://www.kompas.id/baca/artikel-opini/2022/04/27/ilmuwan-dan-taman-manipulatif (accessed Aug. 09, 2022).