

## **PRIVATE UNIVERSITIES ESG STRATEGIES IN FACING DISRUPTION ERA**

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### **ABSTRACT**

To identify and know the implementation of the sustainability strategy carried out by private universities in Indonesia in facing the era of society 5.0 and the covid 19 pandemic. Using a descriptive qualitative approach. The type of data used in this study is secondary data sourced from publications and collected using the Archive Method. This study proposes a typology of strategies for private universities in Indonesia using the Typology of Sustainability Strategy in Private Higher Educations. The results of this study obtained as many as 179 news stories and 125 journals which were concluded into 18 sustainability strategies, namely Resource Allocated of Recycling, Environmental Issues of Product, Care of Biodiversity, Polluting Emission Into The Air, Water, and Ground, Innovation and Technology, Collaboration, Knowledge Management, Process, Purchase, Sustainability Report, Corporate Governance, Motivation and Incentives, Health and Safety, Human Capital Development, Ethical Behavior and Human Rights, No Conflict of Interest, No Corruption Activities and Awareness of Same, This research is expected to be able to provide an overview of the sustainability strategy implemented by private universities in Indonesia in facing the era of society 5.0.

Keywords (Kata Kunci) : *Era Society 5.0, Sustainability Strategy, Private College, ESG.*

### **INTRODUCTION**

Introduction contains brief and concise research backgrounds, and objectives. Theoretical support is included in this section, similar research that has been done can be stated. Currently, what we know is that changes in technology and science are developing very quickly and complexly which makes the world seem borderless with the industrial order of a global society that is increasingly advanced as it is now. So that requires us to be able to deal with this fast-paced change with maturity. Changes provide opportunities and challenges for every state institution, especially in the world of education. Recently, one form of change that is being hotly discussed is the concept of Society 5.0 which appeared in Japan (Abreu, 2018)), as an initiative in strategic national politics (Harayama, 2019). The Super Smart Society era (Society 5.0) is a concept developed for the Super Smart community in solving various social problems by utilizing the Internet of things, Big Data, and Artificial Intelligence as a solution for a better society. (Serpa, 2018). This makes people think higher order (HOTs) Higher Order Thinking Skills, logically, and systematically in responding to the global challenges of the Society 5.0 era. (Oktaviani, 2020). The Super Smart Society era (Society 5.0) is a concept developed for the Super Smart community in solving various social problems by utilizing the Internet of things, Big Data, and Artificial Intelligence as a solution for a better society. (Serpa, 2018).

According to (Junaidi, 2020) said that Society 5.0 is A New Humanism that offers a new model to solve social problems in order to achieve the Sustainable Development Goals (SDGs). Sustainable development goals have a focus in the environmental, social and economic fields. Sustainable development talks about the next generation of the nation that 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). In the era of change and the Covid-19 pandemic, it is a big challenge for universities (Masaharu, 2021) in achieving sustainability goals. The biggest impact is felt by private universities (PTS) in Indonesia (Sutoyo, 2020). This is because most of his income comes from student tuition. Not only the learning process has changed, but the economic side that is directly related to the campus operational system has also changed and has the potential to be revoked by the government. (Main, 2021). In addition, due to increasing competition in higher education services, it puts many private universities under pressure to compete (Ramaditya et al., 2022).

In addition to the sustainability of other challenges that must be faced by private universities, namely the existence of quality and adjustment for private university (Syahputra, 2021). The quality of higher education can be seen from its performance in producing quality results (Ramaditya and Maarif, 2021). Because the standard size of private

universities is seen from its quality, therefore every effort is made to implement that quality (Anang, 2021). According to (Saeful Anwar, 2020) by implementing quality service standards in higher education so that it can achieve a maximum average weight and can be categorized as "Superior" it can support all component functions in the teaching and learning process very well and ensure long-term sustainability in higher education. Therefore, this study aims to answer the role and strategy of private universities in supporting sustainability in the era of society 5.0.

Sustainability Maturity Model is an approach that organizations can use to identify sustainability issues, sustainability strategies, new business models, and the circular economy. (Baumgartner, 2010) using this concept aims to narrow the gap by developing a specific aspect profile for the sustainability capability strategy that is related to the characteristics of the sustainability strategy. Therefore, key sustainability issues are defined as long-term values that must be implemented to efficiently achieve the sustainability goals that have been set. According to (Ahmad, 2020) states that sustainability means being able to meet current developments without compromising future rights. Sustainability has three pillars, namely economic, social and environmental or commonly known as the 3Ps (Profit, Planet, People). The Sustainable Development Goals are long-term global programs to optimize the full potential and resources of each country (Irhamsyah, 2019).

Higher education is an educational institution that prepares students to become members of the community who have both academic and skill abilities. And as a place of education for the nation's generation (Suryana, 2018). The implementation of higher education refers to the Tri Dharma of Higher Education which includes education, research, and community service (Rupilele, 2018). Therefore, it is very useful in preparing students to become human beings who have competent academic and professional abilities. By organizing higher education management patterns based on the Higher Education System Arrangement Paradigm, with the main target of a conducive academic atmosphere for the implementation of higher education functional activities (Nursanjaya, 2019).

## RESEARCH METHODS

In this research, the approach used is a descriptive qualitative method. By using primary data obtained from interviews of researchers with resource persons and secondary data obtained from online media that is archive. With a literature review as a reference in collecting data or determining sources based on the topics discussed. The data used is derived from the results of interviews of researchers with resource persons and also from

journals, online media and official websites of private universities that can be accessed in general by all people. All relevant data obtained were collected into one Microsoft excel document and identified for alignment to make it easier when processing data. Furthermore, each data is analyzed and conclusions are drawn from what has been written in the news or journals regarding the topics discussed. The results of the data obtained were 179 news stories and 125 journals that were relevant to the sustainability strategy of private universities in Indonesia in facing the era of society 5.0.

## RESULTS AND DISCUSSIONS

Private universities carry out sustainable development based on the Tri Dharma of Higher Education, namely education and teaching, research and development and community service. The concept of the Tri Dharma of Higher Education supports all sustainable development changes carried out by private universities so that they always have the strength to survive in this era of uncertain change. Because universities are one of the elements of city institutions that play a strategic role in achieving sustainable development goals through the concept of a sustainable campus. There are 18 sustainability strategies that can be implemented and implemented in private universities. So, to simplify the description, there is a typology of private university sustainability strategies.

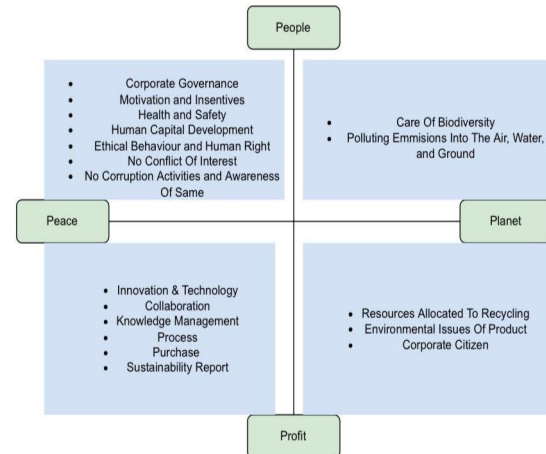


Figure 1. Typology of Sustainability Strategy in Private Higher Educations

Resources Allocated to Recycling, allocate resources for recycling that have a relationship with environmental impacts in private universities. Which refers to the management of waste or resources that can be recycled as is done by the Islamic University of Indonesia by applying the 3R concept to waste management, protecting and preserving the environment around campus. Using the 3R concept can encourage waste reduction and management behavior so that universities can develop sustainable environmental strategies

(Wicaksono et al., 2020). Environmental Issues Of Product describes the environmental aspects of a product during its life cycle. One of the private universities that implements this strategy is Multimedia Nusantara University, which contributes to preserving the surrounding environment by using energy saving buildings that aim to maximize efficient and environmentally friendly energy in every activity. Care of Biodiversity is a concern for biodiversity or biodiversity related to living conditions in the form of ecosystems, for example Muhammadiyah University and Tanjungpura University by making the "Forestry and Climate Change" program by reforesting land by planting local plants to rehabilitate critical land due to deforestation for reduce global warming. Polluting emission into the air, water, and ground is a strategy related to emission pollution in the air,

Innovation and Technology has a very important role in practicing sustainability because it has the concept of developing energy-efficient and environmentally friendly technology (Hatane et al., 2020), as did the Islamic University of Indonesia, which makes electric cars. Collaboration is a collaborative activity from an interaction designed to facilitate collective efforts so that they can achieve common goals (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. Knowledge Management is knowledge management applied by universities to achieve competitive advantage (Masduki, 2019) there is a University on 17 August 1945 which implements knowledge management through strengthening knowledge innovation and based economy. The process is needed to ensure the quality and quality of higher education, as has been done by Pamulang University by optimizing the principle of the sustainability process in achieving lecturer careers, so as to improve the quality of the learning process and create quality human resources (Ramaditya et al., 2022). Purchase an important element of sustainability in improving the quality of private universities is the purchase, there is the University of Muhammadiyah Yogyakarta (UMY) which developed a Marketplace for community service as a campus-based economic independence movement.

There is Corporate Governance which describes management that is transparent in carrying out its activities, the goal is to improve good relations with stakeholders (Khairunnisa et al., 2022) as is the case with Telkom University and Muhammadiyah University which carry out higher education governance with independence in managing and developing universities. through collaboration in the use of information and communication technology. Motivation and Incentives which describe the active involvement of

higher education institutions on the topic of sustainability for the academic community, for example, Parahyangan Catholic University which applies motivation and incentives through Industrial Engineering students who won achievements in the VII National Level Quality Engineering Competition (KRKTN) in 2019. Health and Safety which aims to prevent or minimize the occurrence of work accidents and foster health and safety behavior in private universities, one of the efforts made by Prasetya Mulya University in implementing a health and safety strategy is to design a sustainable food system through Haltrack. Human Capital Development implements how to implement sustainable human resource management (Nur, 2021). Because qualified and talented human resources are the determinants of the success of an organization, therefore human resource development needs to be a concern for the organization (Ramaditya et al., 2022). In implementing the HR development strategy, Universitas Teknokrat Indonesia conducted a Bridging Program in Ireland which was attended by Dian Puspita, S. Hum., M.Li. as a lecturer at the Faculty of Letters and Education (FSIP). Furthermore, Ethical Behavior and Human Rights is a very important strategy element in obtaining equal and fair rights and a culture of respect and good behavior regarding religious beliefs, gender, nationality or skin color or about people with disabilities and the elderly. the same priority in education. The University of Surabaya applies the Ethical Behavior and Human Rights strategy.

By providing basic necessities to the surrounding community affected by COVID-19 fairly, all get the same and equal rights. Regardless of race, ethnicity, or religion, everyone gets the same welfare in order to stay healthy and be able to survive during the pandemic. No Conflict Of Interest describes that no one can use or sell goods belonging to private universities or gain power for personal interests based on the authority they have which can hinder the performance of universities. Efforts made by the Islamic University of Indonesia so that there is no conflict of interest is by taking care of intellectualism that must be maintained. No Corruption Activities And Awareness Of Same strategy aims to avoid manipulating corrupt practices in private universities. Bina Nusantara University (Binus) is ready to remove the title for Binus alumni if they are proven to have committed acts of corruption. Corporate Citizens become good corporate citizens in private universities, namely by contributing to stakeholders and creating activities related to sustainability for the surrounding community in implementing the Tri Dharma of Higher Education. Just like what Marantha Christian University did, it carried out the Tri Dharma of Higher Education, namely community service. By obtaining a funding grant to conduct a research

program for the Merdeka Campus and community service to develop an Eco-Village by involving several students and also lecturers who are members of a team based project.

## CONCLUSION AND SUGGESTION

The 18 sustainability strategies, the most and most relevant private universities implement the Innovation and Technology and Collaboration strategies. And the most relevant and relevant to be implemented in the face of the era of society 5.0 is the Innovation and Technology strategy. This sustainability strategy provides a more in-depth view of how the sustainability of private universities in Indonesia is in facing an era of change. The typology of Sustainability Strategy in Private Higher Educations that has been described is used as a guide for all private universities in Indonesia to make it easier to find information about sustainability strategies that are carried out during the era of change. The future study can improve to research in other countries.

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