

The Role of Effective Communication in Increasing the Effectiveness of Higher Education Collaboration

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ABSTRACT

This research has two objectives, namely first to identify the causes of ineffective collaboration between universities and partner institutions; and secondly to find a multi-action cooperation strategy between universities and partner institutions to improve the quality of education. These two things are important because many higher education institutions are caught up in administrative formalities, including cooperation matters. Collaborative performance is one component of assessing accreditation or university performance, but the collaboration between universities and partners only stops at MoUs or IAs without real activities. If this problem is not addressed, it will result in the emergence of more serious problems, including the decreasing quality of education; the level of public trust decreases; the emergence of more unemployment because graduates are not absorbed by industrial players; education's reputation declines; and the cooperation budget was wasted without any meaningful contribution. This research is field research with a qualitative approach, which was conducted during June – August 2023 at Yogyakarta State University and Semarang State University. Data collection was carried out by observation, interviews, FGD, document study and literature study. The research results found that there were four factors that caused collaboration between universities and partner institutions not to run well, namely time constraints; poor coordination; lack of human resource commitment; and less applicable cooperation planning. Multi-action strategies that can be implemented to increase cooperation are exploring and engaging; building and formalizing; implementing and evaluating; and replicating further or institutionalizing. This research recommends these four strategies as a basis for decision making in higher education so that the quality of education can be maintained through well-implemented cooperation.

Kata Kunci: cooperation, strategy, higher education, multiaction, university performance index