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Strategic plan for community service in Malang Universitas Terbuka distance learning program unit (UPBJJ-UT) lecturers

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ABSTRACT

This research aims to analyze in depth the Strategic Plan for Community Service among Open University Lecturers. The approach used in this study is a qualitative approach, with a type of literature study and field research. And data collection techniques using interviews, observation, and documentation. The subject of this research is the lecturer as the main subject in UPBJJ-UT Malang. The research shows that the strategic plan for community service among UPBJJ-UT Malang lecturers, includes program preparation activities, preparation of resources and governance so that goals are achieved, and become a center of excellence for community service activities and services characterized by distance education. This is an obligation for lecturers to contribute to one of the elements of the Tri Dharma of Higher Education, so that lecturers have real benefits for society, seen as being able to bring up various new innovations that will produce published works. With the implementation of this community service-based program, it is a big homework for lecturers to follow up immediately.



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Introduction

Dharma community service by tertiary institutions is often connoted as an activity of providing free assistance and services to groups of people who are weak, economically incapable, and in a state of underdevelopment (Kemenristekdisti, 2016). Such a connotation is the result of a mistake in interpreting the term "devotion" limited as a "selfless activity" (Chudzaifah et al., 2021). In fact, the activity of providing assistance and services is only one form of community service activities by tertiary institutions, and does not always have to be done for free (Emilia, 2022). In addition, all components of the higher education organization can carry out this community service dharma, because the implementation of this dharma is not only the duties and obligations of functional institutions such as Community Service Institutions which have been specially formed by universities (Putranto et al., 2023). Lecturers (both individually and in groups), Laboratories, Departments, and Research Centers, can also carry it out in accordance with the relevant forms of community service activities (Siregar, 2019).

Even organizationally, there are still wrong assumptions or perceptions, as if the institution authorized and responsible for carrying out community service dharma is a Community Service Institution (or whatever it's called) that has been established by a university (Riduwan, 2016). Whereas in (PP No. 30/1990 article 43 paragraph 1) it has been clearly stated that community service can be carried out by universities through community service institutions, research centers, departments, laboratories, groups and individuals. Therefore,

there is no job description that explicitly shows the duties and obligations to carry out community service for organizational units other than community service institutions as mentioned above, so that each organizational unit only carries out its duties and obligations functionally (Soehadha, 2016). Likewise, the target audience is more focused on certain groups of users who generally need free assistance. This may be the result of an error in giving definition community service is only a selfless activity, so that the audience is the target of the doers of community service this naturally they (groups of people) expect free assistance anyway (Syahri, 2015). As a result, many community service activities have been carried out, both by PTN and PTS, tend to lead to community service activities which are carried out free of charge (Anwar et al., 2020).

According to Belawati (2016) in more detail it says that the PPM-LPPM UT will: (1) improve the quality of community service and service activities; (2) improving the quality of community service and community service management; (3) disseminating the results of the implementation of community service and service activities through seminars and international community service journals, as well as the estuary of UT's PkM activities which are expected to: (1) improve community welfare, health and education; (2) increasing the involvement of lecturers in PkM; and (3) increasing the nation's competitiveness. At its 36th year in 2020 on September 4, the Open University (UT) has become an important part of the process of democratizing higher education in Indonesia as mandated by the 1945 Constitution. Given geographical and demographic conditions, expanding access to higher education for part of Indonesian society can only be done through an open and distance education system (Susila & Lestari, 2016). By implementing an open and distance learning system and accommodating flexibility in learning, UT can serve people in all places, both in urban areas, 3T areas (underdeveloped, outermost, foremost), as well as citizens living abroad. In line with this thought, the Distance Learning Program Unit (UPBJJ) of the Open University (UT) Malang is one of 39 UPBJJ offices owned by UT throughout Indonesia.

UPBJJ Malang Open University was established on September 4, 1984. The purpose of establishing each UPBJJ in several regions in the archipelago is to facilitate the UT service itself. They are appointed as operational executors of UT higher education services in the regions/regions as representatives or representatives of the Central Open University based in Jakarta. This is, in UPBJJ- UT Malang that there are only 12 permanent lecturers who work full time, occupy positions as permanent educators in certain higher education units, and get a National Lecturer Identification Number or what is often called NIDN which is determined by the Directorate General of Higher Education. as a teacher who hears the title of position according to his own expertise who has the responsibility to provide broad and in-depth insights to students and himself as a professional educator lecturer and scientist with the main task of transforming, developing, and disseminating service knowledge, technology, and art through education with efforts to develop science, technology and art in accordance with the interests and talents of each one of which is required to carry out research and community service by UPBJJ-UT lecturers throughout Indonesia as the centralization of Central UT based in Pondok Cabe Jakarta.

In line with the above, Suryanto (2022) suggested that community service includes: (a) ongoing education and training programs, including human resources needed by the community, (b) development of community empowerment programs in an effort to increase quality of life, (c) developing a network of cooperation and partnerships to support continuing education and community service programs, and (d) professional consulting services in community empowerment, human resources, education, organizational development and development Public. The results of research on social service institutions conducted by Santoso et al. (2019) show that the institution has not fully made a strategic plan with the formulation that has been determined. So it is necessary to pay more attention to management aspects, especially the planning aspect which is important because it can guide the real steps of the institution in the future. Whereas in Lasyera et al. (2018) research, it was concluded that the best strategy to control at Arosuka Hospital was the Hold and Maintain strategy. This research will analyze the strategic plan for community service among UPBJJ-UT Malang lecturers, which consists of program preparation, resource preparation and governance activities, where educational activities are carried out remotely. This research aims to analyze in depth the Strategic Plan for Community Service among Universitas Terbuka Lecturers.

Method

This type of research is qualitative research (Ulfatin, 2022), the emphasis is on humans who act as key instruments or main data collection tools that are considered capable of answering research questions regarding the linkages used to understand activities in the field. The research design used in this study is research using a descriptive qualitative approach. This research involves the entire academic community in carrying out their main duties, functions and responsibilities as professionals (Maujud, 2018). The data analysis used is data reduction, data presentation, and verification which is a process of systematically compiling the results of data

collection in written, oral, and photographic form, which will provide an overview of the strategic plan for community service among lecturers (Alhabbah, 2015). Data collection techniques are carried out through literature studies and field studies through observation, interviews, and documentation (Mahama & Khalifa, 2017). These techniques are basic techniques in qualitative data collection. This means that these activities are also carried out during and after data collection.

Results and Discussions

Programming Activities

Based on the results of analysis of interviews, observations, and documents conducted by researchers, there are several related descriptions regarding or knowing among UPBJJ-UT Malang lecturers how the strategic plans they have for program development activities conducting community service can be started from making activity plans, determining allocations funds, development implementation guidelines, and program socialization. Program drafting activity devotion to Public arranged with refers to the operational plan target as a community service strategic plan, the lecturers have clear guidelines and directions in carrying out community service activities, namely : First, not all of the lecturers who carry out program preparation activities. This means that usually lecturers who show community service can be accepted through selection of proposal files as well as one of the obligations of lecturers to contribute to the country which is an element of the Tri Dharma of Higher Education (UPBJJ-UT Malang). The lecturer took part in the activities of compiling the program by designing PKM like the photo below: From the involvement of UPBJJ-UT Malang lecturers, the preparation of the program by way of design, of course, has a basis for making further proposals ready to be implemented, considering the academic world as data on community problems. In addition, the community will also get provisions to solve problems and respond to challenges in their lives.

The community will also provide learning for universities about the realities of life. In addition, program preparation activities in research and community service are still used as a venue for obtaining cumulative credit points for lecturers in order to increase their rank (Atmasari, 2016). Basically, it is hoped that this will become an ongoing activity to help lecturers and the community deal with the problems they face. Especially if the output of the activity is clear, the benefits that can have a direct effect on Public. Second, lecturers have real benefits for the community, seen being able to bring up various new innovations which will later produce published works. By implementing this program, which is based on community service, it becomes a big homework for lecturers to immediately follow up. In this regard, the Central LPPM then encouraged UPBJJ-UT Malang to conduct research with outputs that could be realized as useful products for the community. The implementation of the above program preparation activities is an effort to increase research and community service among UPBJJ-UT Malang lecturers. In its development, lecturers have started to show a lot of interest in responding to appeals from LPPM.

Preparation of Resources and Governance to Achieve Goals

Preparation of resources and governance in order to improve lecturer competence in the field of research data processing and community service UPBJJ-UT Malang that the resources owned Lecturers are the most important in any community service activity, because no matter how sophisticated the technology used without the support of humans as executors of any activity will not be able to produce output that is in accordance with the expected level of efficiency. Importance of sources resources in activities to achieve an efficient and effective work mechanism, because the lecturer is a subject in every activity of a community service activity. Lecturers who are actors driving the mechanism process in research and community service are running as well as possible, namely according to what is expected, the lecturer as a subject or actor must have good abilities. The role of lecturer resources and governance so that the objectives are achieved in any activity can be beneficial in such a way that it does not hinder the objectives of the activities to be achieved. Then the UPBJJ-UT Malang lecturer, seen in efforts to manage and utilize the resources they have, is quite ready and carries out community service, has a productive character, has strong thoughts and desires in carrying out community service activities until the final completion cannot be separated from responsibility according to the vision and that mission has.

Based on the above, it is very necessary for community service activities to be carried out by lecturers who are qualified and able to overcome various problems that may arise in carrying out community service activities. As for the preparation (1) the method of implementing community service. Appointed in this community service activity aims to increase the motivation and ability of UPBJJ-UT Malang lecturers so that the operational problem-solving framework, (2) the implementation of community service looks intensive. Opportunities and benefits of making reports wide open, (3) techniques for identifying, selecting and formulating topics/titles (4) techniques for compiling writing outlines, (5) techniques for collecting writing materials, organizing and drafting, and (6) writing techniques and correcting the results of community service reports.

Becoming a Center of Excellence for Community Service and Service Activities Characterized by Distance Education Of the 39 UPBJJ offices owned by UT throughout Indonesia, including UPBJJ-UT Malang as one of the obligations of its lecturers to carry out community service activities to become a center of excellence. This is community service which is characterized by distance education programs run by lecturers who see and select them including: (1) Continuous education and training programs, including human resources needed by the community, (2) Development of community empowerment programs in an effort to improve quality of life, (3) Development of cooperation networks and partnerships to support continuing education and service programs to the community, and (4) Professional consulting services in community empowerment, human resources, education, organizational development and community development.

Furthermore, to find out and get a descriptive picture of community service activities for lecturers, seeing that activities characterized by distance education cannot be separated immediately from making decisions that are specific in terms of service to the community, can provide input and consideration in activities at UPBJJ-Malang there is a connection with community service which is certain that research can provide satisfactory service answers for lecturers, especially those related to community service, the motto of excellent service for UPBJJ-UT Malang lecturers is achieved. Again, one can see that community service has become a center of excellence characterized by distance education that is (a) Lecturers are seen preparing to provide facilities such as laptops, computers and the internet that they have lecturer which prepared in table it works for work doing his research, (b) educational institution (UPBJJ-UT Malang) to become input, as material for reflection, evaluation, and prediction, as well as to make more innovative and representative policies related to community service activities, and (c) to achieve the principles of principles in PTJJ management in order to achieve UT's vision in 2021, namely to become a quality PTJJ institution world.

Programming Activities

The findings show that those related to or know among UPBJJ-UT Malang lecturers how the strategic plans they have for program development activities carry out community service, namely first, not all of the existing lecturers carry out programming activities. This means that usually lecturers who carry out community service can be accepted through selection of proposal files as well as one of the obligations of lecturers to contribute to the country which is an element of the Tri Dharma of Higher Education (UPBJJ-UT Malang), and both lecturers have real benefits for society, seen to be able to bring up a variety of new innovations that will result in publications. By implementing this program, which is based on community service, it becomes a big homework for lecturers to immediately follow up. With this community service strategic plan, lecturers have clear guidelines and directions in carrying out community service program preparation activities with reference to PkM planning, starting from making activity plans, determining fund allocations, developing PkM Implementation Guidelines, and Socializing the PkM program. The PKM program is structured with referring to the Target Operational Plan according to the four components listed below:

Table 1. Target Operational Plan

Activity	Description	Purpose
PKM Planing	1. Organized community empowerment programs in 16 target areas on a scale local 2. Organized community empowerment programs in at least 1 target area on a national scale 3. Organized online open certificate program at least 1 program each faculty 4. continuing education certificate programs were held	1. Organized community empowerment programs 20 target areas on a local scale 2. Organized community empowerment programs in at least 1 target area on a national scale 3. Organized online open certificate program at least 1 program each faculty 4. 11 continuing education certificate programs were held
Determination of the allocation of funds	Funds from UT	Funds from UT and Kemenristekdikti
Development of PKM guidelines	PKM Guidelines	Refinement of PKM guidelines
Socialization of PKM	Socialization of PKM implementation through the website LPPM	Direct socialization to the Faculties and UPBJJ-UT via vicon and through the Website LPPM

This is in accordance with what was found by Abe, Alexander. (2012) that future design is necessary, such as programming activities. This is also in line with the instructions (Renstra, 2016) that community service program preparation activities in accordance with UT's organizational structure are carried out by the Center for Community Service-Institute for Research and Community Service (PPM-LPPM), guided by: (1)) Law of the Republic of Indonesia Number 12 of 2012 concerning Higher Education; (2) Permenristekdikti Number 44 of 2015 concerning National Higher Education Standards; (3) UT Strategic Plan 2010-2021; and (4) UT's 2010-2021 Operational Plan. Programming activities are focused on applying research results and appropriate technology to help solve problems faced by the community. The activities carried out pay attention to the principle of flexibility so that it can accommodate the possibility of unexpected and dynamic things that can change within a certain period of time according to needs and demands, without changing the goals end.

Resource and Governance Setup for Goals Achieved

Resource Management and Governance is an important aspect in achieving the goals of any organization or entity, be it a company, government, or non-profit organization (Ely Windarti Hastuti, 2015). Good resource management and governance help ensure efficiency, transparency, accountability, and sustainability (Zega, 2023). Based on the results of the research findings, it shows that the preparation of resources and governance is in order to improve lecturer competence in the field of data processing research and community service UPBJJ-UT Malang includes consisting of (a) that the resources owned by lecturers are the most important in every community service activity, (b) however sophisticated the technology used without the support of humans as executors of any activity will not be able produce output that is in accordance with the expected level of efficiency, (c) the importance of resources in activities to achieve an efficient and effective work mechanism, because the lecturer is the subject in every activity of a community service activity, (d) the lecturer is the driving force the mechanistic process in research and community service runs as well as possible, namely as expected, (e) the lecturer as a subject or actor must have good abilities, and (f) the role of lecturer resources and governance so that goals are achieved in a any activity can be beneficial in such a way that it does not hinder the objectives of the activity to be achieved.

This is in accordance with what was stated by Wijaya et al. (2016), that the development of resources and good governance can have increased capabilities, access to information, mastery of science and technology so that knowledge management is able to create, communicate and apply knowledge to all kinds of desired activities. Preparation of resources and governance so that goals are achieved in community service that the self-development of a lecturer is clear in advance by providing knowledge, skills and abilities in carrying out tasks, but it is also intended to maximize the utilization of all potentials possessed in the context of participation in national development whose direction exercise dedication to Public.

Becoming a Center of Excellence for Community Service and Service Activities Characterized by Distance Education

Based on the research findings, it shows that becoming a center of excellence for community service and service activities characterized by distance education consists of: (1) Continuous education and training programs, including human resources needed by the community, (2) Development of community empowerment programs in efforts to improve quality of life, (3) Development of cooperation networks and partnerships to support continuing education and community service programs, and (4) Professional consulting services in community empowerment, human resources, education, organizational development and community development. Based on the university's vision, LPPM's vision was developed, namely to become an institution that excels in the fields of research, community service, instructional development, and community empowerment. That is, lecturers can show that community service must be quality in terms of development, and dissemination of information about community service and service functional, adaptive, innovative, and sustainable as explained, namely that Functional refers to the relevance of the results of the solution main tasks and functions of community service that have been determined by UT.

Adaptive refers to the ability of PPM-LPPM to respond and meet community development and empowerment needs. Innovative refers to the ability of PPM-LPPM which creatively always presents new intervention approaches in implementing the PkM program. Sustainability refers to the ability of PPM-LPPM to always improve the quality of dedication and service to UPBJJ-UT lecturers from Sabang to meraoke. This is in accordance with what was stated by Rachmi (2016), that community service activities must be carried out by utilizing the expertise and skills of the lecturer concerned which originates from the results of research and development of science and technology in accordance with the needs of the community. The abilities and skills of the abdimas executor will determine their authority in carrying out abdimas activities. Community service activities carried out by UPBJJ-UT Malang lecturers can be in the form of (1) Service to the community, (2) Application of science and technology, (3) Community capacity building, and (4) Community empowerment.

Conclusions

Strategic plans for community service among UPBJJ-UT Malang lecturers, as the results and discussion presented include (a) program preparation activities, (b) preparing resources and governance so that goals are achieved, and (c) becoming a center of excellence for community service activities and services to the community characterized by distance education. This is an obligation for lecturers to contribute to the country which is an element of the Tri Dharma of Higher Education, so that lecturers have real benefits for society, are seen to be able to bring up various new innovations which will later produce published works. By implementing this program, which is based on community service, it becomes a big homework for lecturers to immediately follow up.

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