NEW MEDIA AND INTERNATIONALIZATION OF UNIVERSITIES: REPRESENTATION OF INTERNATIONALIZATION ON THE UNS WEBSITE JUNE-AUGUST 2018

Likha Sari Anggreni¹, Indriana Mega Kresna², Monika Sri Yuliarti³, Ismi Dwi Astuti Nurhaeni⁴

¹,²,³ Communication Science/Faculty of Social and Political Sciences, Universitas Sebelas Maret
⁴ State Administration Science/ Faculty of Social and Political Sciences, Universitas Sebelas Maret
Corresponding author’s: likhasari@staff.uns.ac.id, indrimegakresna@gmail.com, monika.yuliarti@staff.uns.ac.id, ismidwiastuti@staff.uns.ac.id

Abstract. With regard to globalization, the field of education is undergoing a system regeneration that enables the exchange of information, the development of organizational culture and the development of education systems with an international dimension. Internationalization becomes a system which is then widely applied to educational institutions such as universities. The internationalization process carried out by a tertiary institution can be reviewed through the ranking of educational institutions carried out by various world ranking institutions such as QS Stars and can also be monitored through an information platform owned by the relevant agency. Internationalization of tertiary institutions has begun to be implemented in Indonesia and is a program being promoted by the Ministry of Research and Higher Education. Universitas Sebelas Maret (UNS) is one of the tertiary institutions that is working towards internationalization. Since the last few years, UNS has continued to carry out programs related to internationalization. In addition, UNS also seeks to communicate the internationalization program that is being undertaken to the public by publishing a campus agenda through an information platform such as a website. This study looks at the representation of the UNS website in conveying information to the public and its stakeholders based on international indicators of QS Star ranking. The data used is in the period June August 2018. The results of the study show that only academic reputation and international student ratios are the most widely displayed on the UNS website.

Keywords : internationalization, new media, website, QS Star

INTRODUCTION

Globalization is one of the most transformative forces of this age. This has changed every aspect of our lives, including higher education. Guruz (2008) marked the beginning of the internationalization of higher education about the important role of English as a medium of teaching in the homogenization of curriculum in natural sciences, engineering and medicine in non-communist countries in the first half of the twentieth century. The concept of internationalization of tertiary
education is modeled after the United States acknowledged its interest in developing tertiary education.

Knight (2007) states that as human progress in the 21st century, the international dimension is a key factor in shaping and challenging the higher education sector in all countries. The need for an appropriate response to this demand has resulted in the formulation of a strategic approach to international level education management, for example: the internationalization of the learning environment; increase international academic mobility; promoting academic success of international students; strengthen international research and postgraduate training; and supports internationalization through services and outreach. As the focal point of this research, the Knight model process approach provides a general link and consistent theme that runs through the various fields of literature reviewed.

The Knight Model (1995) is an alternative approach to the development of an organizational model that describes the process of internationalization as a continuous cycle, not a linear or static process. The internationalization cycle Knight has an interactive cycle with seven phases in the process of integrating the international dimension into the main functions of the university namely teaching, research and service. The seven phases are: awareness, commitment, planning, structure, operationalization, evaluation, and recognition. The process model of Knight's internationalization approach (1995) offers another significant element to the theoretical basis, namely organizational culture. Internationalization management takes place in the context of the organization's unique culture, and this will have the potential to impact the effectiveness of strategic elements on a theoretical foundation, namely organizational culture. Internationalization management takes place in the context of the organization's unique culture, and this has the potential to impact the effectiveness of strategies and strategic processes in direct and indirect ways. This is a sequential model in which it develops from awareness to commitment to planning to structure to operationalization to evaluation and finally to recognition.

Internationalization which is now being intensively applied to universities is also a particular concern for the Ministry of Research, Technology and Higher Education (Menristekdikti). This can be seen from the efforts made by Menristekdikti to continuously improve the quality of tertiary education in Indonesia, one of which is to host the Asia Europe Meeting (ASEM) Intermediate Senior Meeting (ASEM) on Education to 3 attended by around 140 participants from 14 European countries and 13 Asian countries and 9 international organizations as stakeholders. From Indonesia there were 48 universities, 6 Kopertis, 3 Non-Ministry Government Institutions (LPNK), and other Ministries. The meeting discussed several important themes related to the development of higher education such as 'Recognition and Quality Assurance, Balanced Mobility', and 'Engaging Business and Industries, Long Life Learning (LLL) and Technical and Vocational Education and Training (TVET)'. In addition, Minister of Research, Technology and Higher Education, Nasir, also reiterated the student mobility program that has been run by Indonesia, as an effort to internationalize Indonesian higher education. Among them ‘ASEAN International Mobility for Students
(AIMS), Joint Degree / Double Degree, Joint Curriculum, Credit Transfer, Credit Earning, Fast-track programs, and ODL (Online / Blended Learning).

Menristekdikti also routinely conducts higher education clusters in order to determine the ranking of tertiary institutions in Indonesia. The ranking of Higher Education in 2019 focuses on indicators or assessments based on Output - Outcome Base, namely by looking at Input Performance with a weight of 40% which includes Input (15%) and Process performance (25%), and Output Performance with a weight of 60% which includes Performance Output (25%), and Outcome (35%). The addition of these new indicators is an effort so that universities can actively respond to the times, especially the fourth industrial revolution and the need for labor.

In addition to the clustering of universities carried out by Menristekdikti, other institutions also rank higher tertiary institutions with different aspects of assessment. Ranking is one aspect that can support the campus internationalization program because ranking comes from the output generated by the campus itself. Some ranking institutions include 4ICU, Webometrics. And QS Star both at Asian and world level. Each tertiary institution competes with other domestic and foreign tertiary institutions.

QS World University Ranking or QS Stars is an official rating agency which is also used as a reference for the Ministry of Research, Technology, and Higher Education (Kemenristekdikti) in measuring the quality of higher education institutions in Indonesia towards World Class University or World-class University. In 2018, in the international ranking (Asia and world level) conducted by QS Star, several universities in Indonesia have successfully entered. Some of them are Bandung Institute of Technology with a ranking of 65 at the Asian and 331 levels in the world, Hasanuddin University with a ranking of 301 at the Asian level and 350 at the world level, and Sebelas Maret University with a rank of 351 at the Asian level and 400 at the world level.

Sebelas Maret University (UNS) is one of the tertiary institutions in Indonesia that has succeeded in ranking at the international level and is constantly developing in the field of internationalization by conducting various programs. Efforts to support the UNS internationalization program include holding a Focus Group Discussion (FGD) with the theme of School Perceptions about Internationalization through the UNS Website and Social Media which is carried out to find out the implications of the contents contained in the UNS Webite and Social Media. The FGD was conducted by the internationalization team of the Faculty of Social and Political Sciences (FISIP) UNS. Another effort that has been made is the internationalization program of the Faculty of Teacher Training and Education (FKIP) UNS, namely facilitating PPL activities for students abroad, both in the form of student exchanges between universities and assignments in Indonesian schools abroad. In coordination with the SEAMEO (South East Asian Minister of Education Organization) Secretariat, an activity called the Pre-Service Student Teacher Exchange in Southeast Asia (SEA-Teacher Project) was held. Other efforts to support internationalization are continuously carried out by the rector and the team which is divided in each faculty. Gradually, UNS continues to
strive to achieve internationalization standards and make improvements in various aspects.

Internationalization efforts are not only carried out by procuring agendas related to international programs. Another thing that is also done is communicating the international program launched to the public so that UNS can be represented or known by the public as a campus with an international title. Presenting UNS as a World Class University is considered to be important so that the campus can get a good assessment from the community. To represent this, social media can be used as a communication channel that can reach the community directly. Social media such as websites can be the main source of information that people use to access information. From this access to information, the community will provide an assessment which then impacts the community's attitude towards something. This also applies to institutions of higher education such as UNS. To represent itself as an international predicate campus, UNS can use social media such as websites to inform the agenda related to internationalization to the public. At the same time, the reported agenda must be appropriate and well targeted so that the purpose of representation can succeed.

Therefore, this research will focus on the representation of the UNS internationalization agenda carried out on UNS's social media of June-August 2018 based on the QS Star version assessment criteria.

LITERATURE REVIEW

A. Representation

The term representation has two meanings so it must be distinguished between the two. First, representation as a social process of "representing" and the second representation as a product of the social process "representing". The first term refers to the process, while the second is the product of making signs that refer to a meaning (Noviani, 2002: 61).

Furthermore, in the representation process, there are three elements involved, first something that is represented is called an object; the second representation itself is called a sign and the third is a set of rules that determine the relationship of signs with the subject matter, or called coding. Coding limits the meanings that might appear in the sign interpretation process. Something that is very essential of a sign is that it can connect objects to be identified, so usually a sign only refers to a group of objects that have been clearly defined. Representation refers to something that is original.

In the concept of representation, images or signs are conceptualized as representations of reality that are valued for their honesty, reliability, and accuracy. The concept of representation is divided into two, namely true representation and dissimulation or false representation. Dissimulation uses hidden images and ideologies, causing distortions. But in dissimulation, the real hidden behind masks that cover it can still be restored (Noviani, 2002: 62).

Representation is a direct expression of social reality and / or a potential distortion and actual distortion of that reality. Representation as a cultural construction and not as a reflection of the real world (Barker, 2004: 259).
Representation is a concept used in the social process of meaning through the marking system available such as dialogue, writing, video, film, photography, and so on. In short, representation is the production of meaning through language.

B. Internationalization of the University

At present, the internationalization of higher education is considered an efficient strategy to meet the various needs of the international community. Every international plan must not only be internationalized but also must reflect the noble values that come from local and national areas. The international curriculum is actually the most important aspect of the higher education system that wants to internationalize. Curriculums to be applied will usually use scientific approaches, methodologies and strategies that are effective in planning educational programs and courses, furthermore this curriculum also analyzes original cultural content and knowledge and not only teaches language, culture and history, but also analyzes the characteristics of countries and other global workforce development (Motlow State Community College, 2006a, b; Galligan, 2008). Internationalization deals with issues such as learning and teaching, education, evaluation, professional development, measurement and quality of graduates. Internationalization also cares about values and understanding between cultures.

The term internationalization began to intersect with universities in the early 1970s (Maringe, 2009). However, it was only in the 1990s that the problem became the center of Higher Education policy and scientific research (Enders, 2004). After almost two decades of internationalization being debated on how standards or aspects can be used as benchmarks for the internationalization system itself, the experts finally agreed that internationalization involves various aspects within the university and is not limited to students and academic staff, but also includes the educational curriculum, the creation of research networks and alliances between universities or institutions.

Authors such as Meiras (2004), Maringe (2009), Frolich (2006), Lo (2009), Horie (2002) and many other studies focus on phenomena that focus on the general characteristics of national universities in certain countries. These studies offer invaluable insights because they link international-level analysis with the internationalization process, as well as national and supra-national policies that guide the internationalization process itself.

As noted by many authors, several conceptualizations of the term "internationalization" exist in scientific literature. This has led to the emergence of various meanings and perspectives on the phenomenon of internationalization, which, after Knight and de Wit (1995) can be summarized in four approaches. The first is the activity approach, regards internationalization as a set of academic activities, such as, student and faculty exchanges, curricular development, joint research initiatives; the second is called the competency approach, which considers internationalization as a process of developing new skills and knowledge in students, lecturers and staff. The third is the ethos approach, which sees internationalization in terms of cultural diffusion that supports internationalization and intercultural perspectives in higher education institutions and, finally, the latter is a process approach, which is a perspective that moves from conceptualization of
internationalization as a process at an institutional level. Knight and de Wit (1995) and Qiang (2003) identify two main categories of strategies that shape the process. On the one hand are activities that as the process develops, progressively integrating the international dimension into the main activities of higher education institutions which are then called "academic strategies or programs" and refer to aspects related to education and teaching. The second is an initiative aimed at developing an appropriate set of policies and administrative systems that aim to encourage the institutionalization of the international dimension which is then called "organizational strategy" and consists of governance dimensions eg staff involvement, policies, incentives for staff, etc., support services (service unit agencies to support processes), operations (such as adequate funding and support, budgeting, etc.) and others.

C. New Media

New media and its development greatly affect human life today. The behavior of human life also changes, following the development of developing information technology. The patterns in running something start to change. From the conventional way, to the modern way. These changes are based on media changes. Straubhaar and LaRose note that there are changes in terminology regarding the media. The change is related to technological development, coverage area, mass production, mass distribution, to the effect that is different from what is in the mass media. The existence of new media such as the internet can go beyond traditional media message dissemination patterns. The nature of the internet that can interact obscures geographical boundaries, interaction capacities, and most importantly can be done in real time (Nasrullah, 2015).

New media is a term intended to cover the emergence of digital, computer or information and communication technology networks in the late 20th century. Most of the technologies described as "new media" are digital, often have characteristics that can be manipulated, are networked, dense, interactive and impartial. Some examples are: Internet, websites, multimedia computers, computer games, CD-ROMS, and DVDs. New media is not television, films, magazines, books or paper-based publications (Rudi Setiawan, 2013).

New types of media that are diverse, allow humans to interact with other parties without being limited by space and time. The new internet media then gave birth to new platforms that can also be used to carry out communication and various other types of activities, which became known as social media. According to research by We Are Social, a British media company that works with Hootsuite, the average Indonesian spends three hours 23 minutes a day to access social media. From a report entitled "Essential Insights Into the Internet, Social Media, Mobile, and E-Commerce Use Around the World" published January 30, 2018, of Indonesia's total population of 265.4 million, active social media users reached 130 million with penetration 49%.

According to Martin Lister in his book New Media a critical introduction, the term new media or new media gradually became known in 1980. The world of media and communication began to look different from the presence of this new media, not limited to one particular sector or element. In this sense, the emergence of 'new
media' as a kind of phenomenon seen in terms of social, technological, and cultural change (Lister, 2009: 10).

According to Jan Van Djik in his book The Network Society (2006: 6) argues that "new media are media which are both integrated and interactive and also use digital code at the turn of the 20th and 21st century". New media is media that is interactive and interactive and also uses digital codes in the 20th and 21st eras. Terry Flew (2002) describes that "new media-digital media; "Forms of media contents that combine and integrate data text, sound, and image of all kinds; are stored in digital formats and are increasingly distributed through networks." This means that new media is the same as digital media where media content formats can be combined and integrated with data, text, sound, and images in digital format and then distributed through the internet.

New media that is connected to the internet, for example, is a website. Website or abbreviated web, can be interpreted as a collection of pages consisting of several pages that contain information in the form of digital data in the form of text, images, video, audio, and other animations provided through the internet. More clearly, websites are pages that contain information displayed by browsers such as Mozilla Firefox, Google Chrome or others. "(Rohi Adulloh, 2016).

Website is an internet facility that connects documents within the scope of the location or remotely. Documents on the website are called web pages and links on the website allow users to move from one page to another, both between pages stored on servers and servers around the world (Hakim Lukmanul, 2004).

The web has become one of the new media that provides the most complete features because it can contain text that has no limit on the number of characters, videos, photos and sounds. The web can also be integrated with various other new media channels such as social media (Twitter, Facebook, Instagram, YouTube). Therefore, the ordinary web becomes the main platform in becoming a complete informative space which is then integrated into social media channels that are closer to the community.

D. Representation of Internationalization

As explained in the previous section, representation is a concept that is used in the social process of meaning through an available tagging system such as dialogue, writing, video, film, photography, and so on. In short, representation is the production of meaning through language. Representation is often used to show how someone should look at something. Representation can be used in many fields, one example is the representation of higher education related to internationalization. Internationalization of tertiary institutions is a process of improving tertiary standards in accordance with international standards by developing curriculum, organizational culture and quality improvement, which is carried out professionally. Internationalization requires universities to make improvements in almost every aspect, such as student resources, research, to organizational culture. All processes undertaken to achieve the internationalized standards of state tertiary institutions have then been demonstrated through the available platforms.

Representation of internationalization of tertiary institutions can be seen from the content contained in the media channels owned by the tertiary institutions.
concerned. As one proof the campus is working on internationalization, it can be seen from the language used. English which is agreed as an international language is one of the benchmarks of how far a university has implemented internationalization, by looking at how much information content is presented in a minimum of two languages namely national and international languages.

The extent to which tertiary institutions have implemented internationalization in campus management can also be represented through information on student exchange content, research recognized by international research platforms, and other programs that allow the exchange of two or more country's cultures.

**METHODOLOGY**

This study uses a qualitative research approach that is research that collects qualitative data to describe details about humans, actions and events in social life (Neuman, 2016). The object of research in this study is the content on the uns (uns.ac.id) website. The first phase of the study was conducted using the content analysis method and the second stage of the study was carried out using the method of collecting data through content or data contained in uns.ac.id in June-August 2018. Content analysis was carried out by grouping and calculating quantitatively the data available on uns.ac.id in the period June-August 2018 which can be accessed using two languages namely Indonesian and English, as well as data that can reflect internationalization based on indicators of QS Stars. Content analysis in this research focuses on the text and context in the data or content on the web uns.ac.id.

**RESULT AND DISCUSSION**

At present, social media is becoming an increasingly important part that can be used to introduce or recognize individual identities in a network (Papacharissi, 2010). Students entering the university one of them is connected through social media with various dimensions that provide flexibility and availability to other networks (Subrahmanyam & Smahel, 2011). Thus, social media in higher education is very important to be able to connect with students as students and consumers (Yu & Kwok, 2010). Good branding in social media will lead to the construction of people's minds about prestige and the level of difficulty or competition to enter the university. Therefore, what an institution wants to represent (in this case a tertiary institution) must be well represented through its social media.

UNS is one of the tertiary institutions in Indonesia which is launching internationalization. Efforts needed to support the course of internationalization have also been carried out and continue to be improved. Programs that support the internationalization efforts are then represented on UNS's official social media, one of which is through the website.

Website is a collection of web pages that are interconnected and the files are interrelated. Web consists of pages or pages, and a collection of pages called the homepage. The homepage is on the top position with the related page below it. The
page under the homepage is called a child page that contains hyperlinks to other pages on the web (Gregory, 2001). Website development is one of the most important aspects of any website to make a web page work well. For this reason, it is important for UNS to develop its website optimally so that it can then be used as a media representation of internationalization that is being done.

The website used to inform UNS profiles, the latest news and information about life in Solo, can be used as a benchmark for how far UNS has been in optimizing this internationalization program. To support internationalization, every data or information contained on the website must have two language choices, namely Indonesian and English. Language becomes one of the important points to support the sustainability of internationalization because it is a means of communication. The variety of languages used can affect the ease of dissemination of information, in particular, in this case because of the internationalization program that enables the academic community to intersect with fellow academics from other countries without encountering language barriers because there is an English language option which is an international language.

In this study, the data examined were news found on the web whose contents reflected about the internationalization program. After searching the data, it was found that in Indonesian, the official UNS page had fewer menu choices than the English UNS page.

In English language, the menu on the UNS page has more choices, such as: Research, Students, and Admission.

The use of language in data found on the web also experiences differences. During the period June-August 2018, there were 132 stories written in Indonesian. Whereas, for news that is written in English is 30. News that is written in two languages (Indonesian and English) is as much as 27 news.

In addition to language, other items that can be used to measure the extent of internationalization that has been done can also be measured using QS Stars ranking which involves many aspects. QS Stars is a university ranking system. The
participating universities will be evaluated in various categories. The aim is to assist prospective students in getting an in-depth picture of the strengths or strengths of various universities, which cover everything from research and work, to social responsibility and inclusiveness.

QS Stars are intended to help prospective students or the public gather information, to help determine the best choice for them. For universities, QS Stars provides a better, more reliable, and more efficient way to improve the quality of life of the campus which will be realized in the ranking model. The QS Stars rating system is designed to respond to the needs of institutions that need evaluation in assessing all their strengths, using indicators which is more comprehensive than those used in other rankings. QS Star helps prospective students to make the decision process in choosing a university. This provides students with deeper insights, enabling them to see and identify the advantages that exist at a university.

QS Star's mission is to keep people motivated to fulfill their potential by encouraging educational achievement, international mobility and career development. The World University Ranking carried out by QS continues to be a very consistent methodological framework, compiled using six simple metrics that are believed to be effective in describing the performance of a university. The six indicators are: academic reputation, employer reputation, faculty / student ratio, citations per faculty, international faculty ratio, and international student ratio.

Quoting from the web https://www.topuniversities.com, each indicator from QS Stars can be described as follows:
1. Academic Reputation (40%)

   The highest weighting of any metric is allotted to an institution’s Academic Reputation score. Based on our Academic Survey, it collates the expert opinions of over 94,000 individuals in the higher education space regarding teaching and research quality at the world’s universities. In doing so, it has grown to become the world’s largest survey of academic opinion, and, in terms of size and scope, is an unparalleled means of measuring sentiment in the academic community.

2. Employer Reputation (10%)

   Students will continue to perceive a university education as a means by which they can receive valuable preparation for the employment market. It follows that assessing how successful institutions are at providing that preparation is essential for a ranking whose primary audience is the global student community.

   Our Employer Reputation metric is based on almost 45,000 responses to our QS Employer Survey, and asks employers to identify those institutions from which they source the most competent, innovative, effective graduates. The QS Employer Survey is also the world’s largest of its kind.

3. Faculty/ Student Ratio (20%)

   Teaching quality is typically cited by students as the metric of highest importance to them when comparing institutions using a ranking. It is notoriously difficult to measure, but we have determined that measuring teacher/student ratios is the most effective proxy metric for teaching quality. It assesses the extent to which institutions are able to provide students with meaningful access to lecturers.
and tutors, and recognizes that a high number of faculty members per student will reduce the teaching burden on each individual academic. Faculty/student Ratio constitutes 20 percent of an institution’s final score.

4. Citations per Faculty

Teaching is one key pillar of an institution’s mission. Another is research output. We measure institutional research quality using our Citations per Faculty metric. To calculate it, we the total number of citations received by all papers produced by an institution across a five-year period by the number of faculty members at that institution.

To account for the fact that different fields have very different publishing cultures – papers concerning the Life Sciences are responsible nearly half of all research citations as of 2015 – we normalize citations. This means that a citation received for a paper in Philosophy is measured differently to one received for a paper on Anatomy and Physiology, ensuring that, in evaluating an institution’s true research impact, both citations are given equal weight.

We use a five-year publication window for papers, so for this edition we looked at papers published from 2013 to 2017. We then take a look at a six-year citation window; reflecting the fact that it takes time for research to be effectively disseminated. In this edition we look for citations from 2013-2018. All citations data is sourced using Elsevier’s Scopus database, the world’s largest repository of academic journal data. This year, QS assessed 74 million citations from 13.5 million papers once self-citations were excluded.

5. International Faculty Ratio/ International Student Ratio (5% each)

A highly international university acquires and confers a number of advantages. It demonstrates an ability to attract faculty and students from across the world, which in turn suggests that it possesses a strong international brand. It implies a highly global outlook: essentially for institutions operating in an internationalised higher education sector. It also provides both students and staff alike with a multinational environment, facilitating exchange of best practices and beliefs. In doing so, it provides students with international sympathies and global awareness: soft skills increasingly valuable to employers. Both of these metrics are worth 5% of the overall total.

Based on research on the UNS website, only two of the six criteria for university internationalization were found from the QS Stars indicator. From these two indicators, academic reputation has a higher amount of content, 42 news in Indonesian (31.18%), 13 news in English (65%), and 7 news in English and Indonesian (4.14) %. Meanwhile, news related to international student ratio reported on the web was only four times in the span of June-August 2018 with details of 2 news in Indonesian, 1 news in English, and 1 news available in Indonesian and English. Other indicators cannot be found on the UNS website for the June-August 2018 period.

The UNS website is also integrated with the website of each faculty in UNS. The availability of data in the two languages on each faculty website is also different. On the website of the Faculty of Economics and Business (FEB), the use
of English has been used quite thoroughly, even in the download section which contains letters that can be downloaded by the UNS academic community for study purposes. Whereas on the website of the Faculty of Social and Political Sciences (FISIP UNS), the use of English has not been done thoroughly and still found content that is not available in English.

In this research, content analysis is only done on content contained on the UNS website (uns.ac.id). Content or posts that are on each faculty website are not examined so there is no data showing how the condition of each faculty website; whether it meets the six criteria as mentioned previously or not. In practice, the UNS website and faculty website are managed by different parties and the management system is not yet well integrated because there is no uniformity and synergy that makes the UNS website and the website connected to each other in terms of content updates or posts. So, it could be that UNS could have more content in accordance with the QS indicator but could not be detected due to the absence of clear data management between the central manager and the faculty manager. In this regard, it is necessary to have a clear path so that each agenda carried out at both the central and faculty level can certainly be detected by relevant parties and can be distributed to the public through social media channels owned by UNS.

Websites that become one of the trusted information channels and are often used to obtain detailed data then become important to be managed optimally. This also applies to the university website, in this case uns.ac.id. The UNS website will represent the UNS campus. The development of internationalization that is being intensively carried out must be accompanied by internationalization of website content which can be started with the provision of bilingual (Indonesian and English) which is carried out thoroughly. Programs that represent internationalization also need to be reported on the website and integrated into other media channels owned by UNS so that it can be known by the public, and at the same time can increase public awareness regarding the internationalization program being carried out by UNS.

Good website management so that it can represent the internationalization that is being pursued by UNS must be accompanied by improved coordination between leaders and staff and students. Good cooperation to jointly realize UNS as a campus with an international title is one of the main keys so that these goals can be achieved. Procurement media planning must also be an agenda that must be immediately addressed so that the content and posts on the Website, both the UNS website and the faculty website integrated therein can be right on target and help UNS to be one step closer as World Class University and its internationalization programs can run well and known by the wider community.

CONCLUSION

One of the communication media that can play a role as a direct communication media is social media. This channel can be used to deliver messages directly from university leaders to staff and students, even to the general public. Social media can also be used to represent things such as higher education institutions. Higher education needs to represent itself to the public so that the
agency gets an assessment as expected by the relevant tertiary institution from the public. Therefore, representation is important because it will affect the image of agencies in the public eye.

Awareness of the importance of representation through the media was realized by Sebelas Maret University. UNS wants to represent itself as a campus with an international program. In addition to launching programs related to internationalization, this program is also embodied in how UNS packages information on social media especially websites so that the public can know that UNS is a tertiary institution with international programs.

Reflecting on the university ranking system conducted by QS Stars that uses six matrices or indicators in the form of academic reputation, employer reputation, faculty/student ratio, citations per faculty, international faculty ratio, and international student ratio in the assessment system, on the UNS website in the range of time June-August 2018 only found two indicators that reflect the internationalization of higher education, namely academic reputation and international student ratio with the details of academic reputation having a higher amount of content, 42 news in Indonesian (31.18%), 13 news in English (65%), and 7 news in English and Indonesian (4.14%). Coverage related to international student ratios reported on the web only four times in the span of June-August 2018 with details of 2 news in Indonesian, 1 news in English, and 1 news available in Indonesian and English.

The UNS website which is integrated with each faculty website does not yet have sufficient synergy with each other. From this, all the news that can represent the internationalization program has not been well covered thoroughly because there has not been good coordination between the leadership, the manager of the UNS website and the faculty website manager. Therefore, it is necessary to improve the management system so that the UNS media agenda can run well and can meet ranking criteria as an internationalization standard. If the content or posts on UNS social media especially the website are good and can cover all indicators of QS, then the mission of UNS to represent UNS as a tertiary institution with an international program to the wider community can be achieved immediately.

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BIODATA

Likha Sari Anggreni, M.Soc. Sc is a lecturer of Communication Science Dept on Universitas Sebelas Maret Surakarta, Indonesia. She has a research interest in new media, communication, and mass communication.

Indriana Mega Kresna is a student of Communication Science Dept on Sebelas Maret University, Surakarta, Central Java, Indonesia.
Monika Sri Yuliarti, M.Si is a lecturer of Communication Science Dept on Universitas Sebelas Maret Surakarta, Indonesia. She has a research interest in communication, media studies, social media marketing and new media. Prof. Ismi Dwi Astuti Nurhaeni is a lecturer of State Administration Science on Universitas Sebelas Maret, Surakarta, Central Java, Indonesia. She is also Dean of Faculty of Social and Political Sciences. She has a research interest in gender, public policy, environment.

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