NATIONALISM-BASED UNIVERSITY STRATEGY TO AGAINST THE COVID-19 PANDEMY

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ABSTRACT

This research is a research using explanatory-based case study method by using quantitative and qualitative descriptive techniques to examine the effect of nationalism or nationality variable values on the value of divinity, humanity, society, and social justice. The study was conducted by the method of data collection through a closed and open questionnaire to 169 respondents drawn from the population of 200 people using the Slovin formula. This study examines the hypothesis of the research conducted during the corona pandemic in June 2020, and found that there is a real relationship between the variables of conventional strategy and national strategy with national variables that are more responsive than conventional variables. Nationalism strategy in universities has a real influence on the value of God, humanity, democracy, and social justice in Indonesia. There are several dominant indicators that have the ability to be derived from this nationalism strategy to be implemented in the face of a corona pandemic together.

Keywords: Strategy, Nationalism, Conventional, Covid-19

INTRODUCTION

Research on the effects and strategies to deal with the corona pandemic began to emerge today. Most of this research is in the fields of health and medicine. However, given the impact of this pandemic spreading to other fields, research on political economy and business strategies in dealing

with the corona pandemic began to surface, among others conducted by LIPI (2020).

The Nationalism Strategy that needs to be carried out by universities, among others, is to utilize the power of Indonesian nationalism in its resources, which is to have a unity strategy of Indonesia without differentiating between ethnic groups; have a strategy of unity in Indonesia without distinguishing religion, a strategy of unity in Indonesia without distinguishing race, a strategy of unity in Indonesia without distinguishing between groups and a strategy of unity in Indonesia with the spirit of loving the motherland. This strong strategy needs to be encouraged and resurrected to meet the new normal life that had begun when this research was conducted.

Problem Identification

This research has a belief that must be proven that the strategy of nationalism has a high level of inevitability to be applied, although in it still has many problems. The problem that often surfaces is the many demands about the lack of justice in the national economy. Injustice between tribes in work, between religions in capturing business opportunities, between regions in sharing the results of development, and so forth.

This issue was raised to be the topic of this research by proposing a temporary opinion that if the problems of nationalism or nationality can be overcome together, it will have a real and positive effect on the performance of the divine, humanitarian, popular, and social justice for all Indonesian people.

Research Hypothesis

This study examines the hypothesis of the research conducted during the corona pandemic in June 2020, that: 1. There is a real relationship between the variables of conventional strategy and national strategy with national variables that are more responsive than conventional variables. 2.

Nationalism strategy in universities has a real influence on the value of God, humanity, democracy, and social justice in Indonesia. 3. There are several dominant indicators that have the ability to be derived from this nationalism strategy to be implemented in the face of a corona pandemic together.

Literature Review

Seers (1983) as quoted by Arfani. RN. (1998) defines nationalism as the desire / drive to realize certain interests of a group that has cultural similarities, which most likely also have language and ethnic similarity, and usually inhabit the political units of a nation-state even though sometimes a number of groups are under or in one or more nations.

Seers (1983) further captures this fact carefully by submitting arguments and proposals that nationalism and its various nationalistic policy derivatives can be adopted as practical strategies for political and military leaders who crave economic, political, socio-cultural and security independence.

Resource Based View (RBV) theory was pioneered first by Wernerfelt (1984). The RBV theory considers that the company's resources and capabilities are important for the company, because they are the main or basis of the company's competitiveness and performance. The assumption of the RBV theory is about how a company can compete with other companies, by managing the resources of the company in accordance with the company's ability to achieve the company's competitive advantage.

If nationalism is a resource that is owned by the university, then if it is able to utilize its resources properly, it will be able to create something that is an advantage of the university compared to other universities.

This research places nationalism as a university resource that has advantages. These advantages can be in the form of a good environment owned by the university and can help in competing with other universities. Especially in the face of a corona pandemic, universities can

utilize nationalism strategies as a resource which together with other factors become a solution to improve their performance.

RESEARCH METHODOLOGY

This research is a research using explanatory-based case study method by using quantitative quantitative and qualitative descriptive techniques to examine the effect of nationalism or nationality variable values on the value of divinity, humanity, society, and social justice. The study was conducted by the method of data collection through a closed and open questionnaire to 169 respondents drawn from the population of 200 university students around Jakarta Special District using the Slovin formula.

Description of Research Respondents

Respondents in this study numbered 169 people with male and female gender consisting of 119 male and 50 female or 70.4 percent and 29.6 percent respectively. Male respondents were almost three times more than female respondents, indicating that the response of this study represented more rational answers.

This study explores the opinions of the Occupationi cluster consisting of Lecturers, Employees, and Students with a composition of 84 lecturers, 41 employees, and 44 students respectively, or 49.7 percent of lecturers, 24.3 percent of employees, and 26.0 students respectively. The composition of lecturers is half of the total respondents, indicating that the quality of respondents' answers represents mature and objective opinions and is relatively more accountable.

This was confirmed by open interviews with several respondents who had experience and structural positions at the sample universities. They said that the Indonesian Unity -based strategy did need to be explored more and developed for a better future for higher education.

This study divides the Age cluster into three age groups, namely the age group 18-24 years, 25-40 years, and 41 years and above with the number of each group being 48 young respondents, 54 adult respondents, and 67 elderly respondents. This research was conducted during the corona pandemic, where there were no lectures, so that the number of young clusters became smaller than it should.

In percentage, they consisted of 28.4 percent of young people, 32.0 percent of adult respondents, and 39.6 percent of parents. Considering that the majority of respondents are classified as adults and parents, it is certain that the quality of their answers reflects the opinions of experience that are quite long and based on the actual situation.

Profile of respondents based on length of services cluster shows the length of time the respondent is serving or studying at the university, either as a lecturer, student, or student. They are grouped into three groups, namely the group serving 0-3 Years, 4-6 Years, and 7 Years or more with the number of respondents respectively 84 people, 52 people and 33 people, or by 49.7 percent, 30.8 percent, respectively , and 19.5 percent.

Respondents who worked and or studied at university for less than 3 years amounted to half of the total respondents. This number represents the real population, where most of them are employees, students and young lecturers. Besides that, in the last three years, many universities have recruited lecturers, employees and new students.

TABLE 1

PROFILE OF RESPONDENT

Variable	Cluster	N	%
Gender	Male Female	119 50	70.4 29.6
Occupation	Lecturer	84	49.7

	Employee	41	24.3
	Student	44	26.0
Age	18-24	48	28.4
	25-40	54	32.0
	41 up	67	39.6
Length of Services	0-3 Years	84	49.7
	4-6 Years	52	30.8
	7 Years Up	33	19.5

Validity and Reliability Tests

This study aims to analyze five independent variables, namely the variable Vision (X1), Mission (X2), Strategy (X3), Tactics (X4), and Business (X5) Universities in Bekasi and surrounding districts involving 169 respondents. Testing the validity or suitability of the research variable data is carried out using the Pearson Correlation test with the following results:

TABLE 2

TEST VALIDITY AND RELIABILITY

Variable	Symbol	Pearson Correlation	Result
Strategy	X 11	0.930	Valid
Variable	**Symbol**	**Cornbach's Alpha**	**Result**
Strategy	X 12	0903	Reliable

From the results of the validity test of the research variables above, it can be concluded that these variables are valid, because their values meet the

validity threshold requirements, which are equal to or above 0.700. Furthermore, testing of the reliability or consistency of the research variable data is carried out using the Cornbach "s Alpha test. Testing is done to get the value of the validity threshold correlation, which is 0.600 as shown in the table . From the reliability test results above, it can be concluded that the five research variables above are reliable, because the value is above the threshold determined for the reliability test, which is 0.600.

Strategy Conventional universities have a value of 3.143 with a standard deviation of 0.219. While the university strategy based nationalism has values 3,455 with a standard deviation of 0226. This means that this strategy has more value than the conventional university strategy used so far.

TABLE 3

RESPONSE OF RESPONDENT

Variable	Dimension	The mean	Standard Deviation
Strategy	Conventional	3,143	0.219
	the unity of Indonesia	3,455	0.226
Variable 1	**Variable 2**	**Spearman Correlation**	**Relationship**
Conventional	Nationalism	r = 0.633	Strong
		p = 0.001	

Research hypothesized the relationship and the real difference between the two indicators in a variable, namely the conventional variable (CV) and variable Nationalism (PV). The test is done by using the Spearman Correlation to the correlation between the relationship between the

Strategy and Nationalism relationship with the results of the value r = 0.633 or Strong and has a p = 0.001 or significant at the level of 1 percent .

RESEARCH RESULT

Hypothesis 1 Test Results

There is a significant difference between the implementation of conventional university strategies and university strategies based on the basic values of unity or nationalism. The researcher suspects that the university strategy based on the basic values of nationalism has a higher value compared to conventional university strategies.

This study examines the above hypothesis by using a comparison between the Indonesian Unity Value (PV) and Conventional Value (CV). where Negative Ranks or PV <CV expressed by as many as 22 (13.0%) respondents with a mean of 37.82 and Positive Ranks where PV> CV is supported by 110 (65.1%) respondents with a mean value of 72.24.

The respondents who stated there was no difference between VP and CV or PV = CV were 37 (21.9%) respondents. The results of this study are supported by a Z value of -8,094 which is significant at 1% level based on the negative Wilcoxon Signed Ranks Test. Thus it can be concluded that the strategy of the Unity -based Indonesian university is significantly better than conventional university strategies.

TABLE 4
RESULTS OF HYPOTESIS 1

Ranks	Meaning	Response	The mean	Z-test
Negative Ranks	PV <CV	22 (13.0%)	37.82	-8,094 ***
Positive	PV> CV	110	72.24	

Ranks		(65.1%)		
Ties	PV = CV	37 (21.9%)	Note: *** is significant at 1% level based on negative Wilcoxon Signed Ranks Test	
Total		169 (100%)		

Hypothesis 2 Test Results

There is a positive and significant influence on the implementation of the nationalism university strategy based on the value of the Indonesian Unity to the values of divinity, humanity, society, social justice. To test this hypothesis, this study uses linear regression analysis to determine the effect of nationalism strategies on the value of other value -based strategies . From the results of the field data tabulation it can be concluded that the effect of nationalism as a university strategy on other variables is significant at the 1 percent level with the following details:

The variable of unity or nationalism has a positive and significant effect on the level of 1 percent of the divinity variable with the magnitude of the constant value and the beta coefficient of 0.99 and 0.77, respectively. This means that if the value of the nationalism coefficient is zero, then the value of the divine variable is 0.99 and if the coefficient value of the nationalism variable increases I to the scale unit, then the value of the divinity will increase by 0.77 scale units. The nationalism variable explains 51 percent of the divine variable, while the remaining 49 percent is explained by other variables outside the regression equation system.

The nationalism variable has a positive and significant effect at the level of 1 percent on the human variable with the magnitude of the constant values and beta coefficients respectively 0.78 and 0.75. This means that if the

value of the nationalism coefficient is zero, then the value of the humanitarian variable is 0.78 and if the coefficient value of the nationalism variable increases I to the scale unit, then the value of the humanitarian mission variable will increase by 0.75 scale units. The nationalism variable explains 66 percent of the human variable, while the remaining 34 percent is explained by other variables outside the regression equation system.

The nationalism variable has a positive and significant effect at the level of 1 percent to the populist or democratic variable with the magnitude of the constant value and the beta coefficient of 0.99 and 0.67, respectively. This means that if the coefficient value of nationalism strategy is zero, then the value of the democratic variable is 0.99 and if the coefficient value of the nationalism variable increases I unit scale, then the democratic value in the university will increase by 0.67 scale units. The nationalism variable explains 49 percent of the democratic variable, while the remaining 51 percent is explained by other variables outside the regression equation system.

The nationalism variable has a positive and significant effect at the level of 1 percent on the social justice variable with a constant value of the beta and coefficient of 0.98 and 0.67, respectively. This means that if the nationalism coefficient value is zero, then the value of the social justice variable is 0.98 and if the coefficient value of the nationalism variable increases I to the scale unit, then the value of social justice will increase by 0.67 scale units. The nationalism strategy variable explains 53 percent of the social justice variable, while the remaining 47 percent is explained by other variables outside the regression equation system.

TABLE 5

RESILTS OF HYPOTHESIS 2

IndepVar	DepVar	Constant	Beta	F-test	R^2

Nationalism	Believe in God	0.99 (5.22) ***	0.77 (13.20) ***	174.28 ***	0.51
	Humanism	0.78 (5.37) ***	0.75 (! 7.79) ***	316.36 ***	0.66
	Democracy	0.99 (5.42) ***	0.67 (12.81) ***	164.03 ***	0.49
	Social Justice	0.98 (5.82) ***	0.67 (13.80) ***	190.49 ***	0.53

Note: Numbers in Parentheses are t statistics. *** means Significant at 1% level

Hypothesis Test Results 3

The most important part of the analysis of strategy management based on the Indonesian Unity is to discuss the university's strategy by involving the spirit of nationalism as an inherent part of higher education organized by the university. Below this is the response of respondents who have been selected based on the highest value in the Principal Component Analysis as listed in the table below.

The University has a strategy of Indonesian unity regardless of race, through various strategies bearers gan markets throughout the homeland of Indonesia. During the new normal period, all tribes faced the same problem, namely the pandemic disaster. Because it is only through the Indonesian Unity strategy, these common enemies can be dealt with together as well. (Malcolm Gladwell, 2008).

The University has a strategy of Indonesian unity regardless of religion, with less traffic involve community participation in order to involve society from different regions to participate in the cooperation in the field of higher education to work together against a common enemy, namely Covid-19. The university has a strategy of unity in Indonesia regardless of race, through the admission of students, lecturers, and employees from

various races in Indonesia. In the new normal situation, the lecture is conducted online, so that the lecture membership can be done with the distance lecture system.

The university has an Indonesian unity strategy without differentiating between groups, by accepting students from the poor through the Mission assistance program and scholarships. During this pandemic, the nationalism strategy could be optimized by accepting as many scholarship students as possible from all groups, especially the poor who were affected by Covid-19.

The University has a strategy of Indonesian unity with the spirit of love for the homeland, through oth e ntukan student nature lovers, scouting activities, youth and sports. This patriotism activity can be maximized, both during the pandemic and in the new normal period with strict social distance protocols. As a comparison of the nationalism -based value strategy above, the conventional strategy management which has the highest response from 169 respondents in this study is presented according to the Principal Component Analysis score .

The university has a cost differentiation strategy (Porter, 1985) to attract certain market share from disadvantaged groups, both through regular classes and special classes. This conventional strategy, although popular, will create problems of horizontal conflict between the class of the able and disadvantaged in terms of tuition fees. The university has a prime service differentiation strategy to serve certain market segments with higher costs and better facilities. Excellent service that is different between rich and poor groups will also add to the problem during this new normal period, because it will damage the value of unity that should have been built during this pandemic.

The University has a differentiation focused strategy to serve the able market that is not served by other universities. By providing exclusive

program specifications. This conventional strategy is also very risky to be implemented during the new normal period, given that the condition of each university is relatively the same in the new normal period, so the strategy of differentiating between market segments will further distance the university from a joint solution against Covid-19.

The University has a program development strategy for the old market of new programs, through the development of new programs that have not been offered by many other universities. This strategy, although popular, will also burden university costs. This is considering that during this period of declining growth, the strategy of adding new study programs is a counter productive step.

The University has a diversified strategy for market development and new programs. through various cultivation of market opportunities in accordance with the internal strengths of the university. This strategy also adds more to the university's operational costs, if forced to increase the market share of students during this new normal period.

TABLE 6

RESULTS OF HYPOTHESIS 3

Symbol	PV indicator	PCA	Symbol	CV indicator	PCA
X320	The university has a strategy of unity in Indonesia without differentiating ethnic groups.	0.787	X311	Universities have a cost differentiation strategy to attract certain market share from disadvantaged groups.	0.570
X321	The university has a strategy of unity in Indonesia	0863	X312	The University has a prime service differentiation strategy to serve certain	0.630

	without distinguishing religion,			market share.	
X322	The university has a strategy of unity in Indonesia regardless of race	0831	X313	The university has a differentiation focus strategy to serve the able market that is not served by other universities.	0.627
X323	The university has a strategy of unity in Indonesia without differentiating between groups	0.804	X316	The University has a program development strategy for the old market of new programs	0.678
X329	The University has a strategy of Indonesian unity with a spirit of love for the motherland.	0.791	X318	The University has a diversified strategy for market development and new programs	0.590

DISCUSSION

From the results of the research presented in the table above, it can be concluded that this study has several important discussions that can be conveyed to stakeholders in this country. Discussion of the benefits of research that can be drawn from this research include: S Strategy based on the value of the unity of Indonesia is an implementation of the household economy at the national level. Therefore, both micro and macro business problems can be solved through Indonesia's strong and sustainable unity strategy. This strategy is suitable to be applied when the state and nation face a common enemy namely the Covid-19 national pandemic disaster. The high value of unity or nationalism has also been proven successful in other countries in the same case.

In dealing with the issue of the increasingly low exchange rate of the rupiah against foreign currencies, mainly the US dollar, as well as other economic problems that require a spirit of unity and endurance of unity, the values of the Indonesian Unity can be used as a solution. These values are repentance, charity and prayer, as well as being grateful, sincere and blessing in dealing with all the economic problems of the nation and state. In the case of the decline in the value of the rupiah, then refusing the dollar transactions in the country is one of the real solutions of this nationalism strategy. (Bank Indonesia, 2015).

The value of repentance is the value of wanting to claim to have made mistakes in policies in the past, wanting to correct those mistakes, and in turn not wanting to repeat the same mistakes in the future. (Cahyono, 2010). This research on the qualitative side sees one of the mistakes made by our ruler is his inability to handle reconciliation with various parties in dispute in the economic field, especially in dealing with the national disaster pandemic corona. As a result, each party does not want to admit mistakes and does not want to reconcile, but even wants to resolve the nation's problems at the desk of the corruption eradication commission. This resulted in a losing-loss solution that was detrimental to all parties.

Educational institutions such as Gadjah Mada University are needed in collaboration with other institutions that have a track record in creating a nationalism -based strategy to be a solution to the economic problems of the nation and state of Indonesia, which is currently heading into a recession. If necessary, made Law 's Strategy-based nationalism as implementation mandated by Article 33 of the Constitution of the Republic of Indonesia.

CONCLUSSIONS AND SUGGESTIONS

Conclussions

There is a significant difference between the implementation of conventional university strategy and university strategy based on the basis of unity or nationalism in which PV> CV supported by 110 (65.1%) respondents with a mean value of 72.24 proves that the application of a unity-based strategy or nationalism is better than strategy management conventional.

There is a positive and significant impact on the implementation of value-based strategies university nationalism nationalism against the values of divinity, humanity, democracy, social justice. From the results of the field data tabulation it can be concluded that the effect of nationalism as a university strategy on other variables is significant at the 1 percent level.

Suggestions

Based on that there are significant differences between the implementation of the strategy of conventional universities with a strategy for university-based basic values of unity or nationalism and this study proves that the implementation of a strategy based on unity or nationalism to combat the pandemic Covid-19 is better than the conventional strategy, it is suggested that the University change its strategy to be based on the value of unity or a combination of unity and conventional values.

Based on that there is a positive and significant impact on the implementation of value-based university nationalism strategy of unity against the values of divinity, humanity, democracy, social justice. From the results of the field data tabulation it can be concluded that the influence of nationalism as a university strategy on other variables is significant at the 1 percent level, so it is recommended that the University implement a nationalism strategy in the University's strategy against Covid-19.

The university was founded by community leaders and other champions of higher education. Their pioneering work was continued by an energetic and competent young generation in their fields, all of whom were competent to

carry out their profession in guarding the realization of a nationalism strategy to be practiced in this country. (Mubyarto, 1980)

If it can be agreed that a strategy based on nationalism are relevant to be fought in order to solve all the economic problems of the nation and state of Indonesia, this study recommends determination to unite into a pioneer nation fighting for Strategy Union of Indonesia or nationalism into practice concretely with stakeholders and holders of authority at the time new normal and the period thereafter.

Limitations

This study has several limitations, namely the limited time of research conducted for one month, so that there are not many summarizing respondents' opinions qualitatively. Limitations of place, where this research only involves students, lecturers and university employees who live around the special area of the capital city of Jakarta. Limitations of the form and content of reporting which constitutes research with limitations of prior research citations.

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