

Conference Paper

Comparative Study of the National Defense Curriculum in Universitas Pertahanan and Universitas Pembangunan Nasional "Veteran" Jawa Timur

Sutrisno, Eko Wahyudi, Anajeng Esri Edhi Mahanani*, Teddy Prima Anggriawan, Alvian Dwiangga Wijaya

Faculty of Law, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail:

anajengmahanani.ih@upnjatim.ac.id

ABSTRACT

The university's identity which in this case is intended as "branding" becomes an urgent matter to be formulated as well as possible. The competition of each university in recruiting prospective students is not only in terms of quantity but also guarantees the quality of graduates. UPN "Veteran" Jawa Timur, which is known as the state defense campus, must formulate the values of state defense that will be implemented and become an identity that is not only a formality but can also truly reflect the quality of students who have a view of defending the country. The view of defending the state is the view and attitude that this country needs for every young generation of the nation. This research will try to formulate a model or reconstruct a model of implementing the values of defending the country in ideal teaching and learning activities, by comparing it to the Defense University which also applies the spirit of defending the country. This research is also expected to be a form of contribution from UPN "Veteran" East Java to the local community, nation, and state.

Keywords: University branding, defend the country, curriculum

Introduction

Branding activities are one way to strengthen the brand in the eyes of consumers and stakeholders. In general, companies carry out promotional activities to introduce, improve, and even maintain the brand in the eyes of consumers or parties related to the brand (stakeholders). Generally, branding activities carried out by companies, agencies, or organizations consist of external branding or external branding and internal or internal branding, known as internal branding. External branding does have a positive impact on companies that advertise their products because consumers or stakeholders can find out what is offered and even promised by companies that advertise their products, but internal branding also has an important role.

In the context of educational institutions, there are not many studies that cover the realm of universities or colleges to carry out internal branding. Competition in the field of education such as the emergence of various universities or colleges with various offerings of promising quality education, makes prospective students feel the need to compare one university with another.

Each college has its offer to attract prospective students who will join later. Differentiating one university from another requires a differentiation that distinguishes one university from another. Branding activities carried out by universities are almost the same as those carried out by companies in the business world. Just like the business world, universities do many things to attract prospective students, from holding exhibitions, and presentations to schools, advertising in the mass media, to giving laptops to prospective students who enroll in college.

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Competition is so tight in the world of education in Indonesia to get the attention of prospective students. One way to do this is to do branding, the more positive the image shown by a university, the more prospective students are interested in studying at the college. A university can be recognized through its image, history, scientific work, the success rate of alumni, facilities and services provided to students, workers, prospective students, alumni, parents of students/prospective students, and the general public.

Universitas Pembangunan Nasional "Veteran" Jawa Timur, is a campus known as the state defense campus. A campus formed by veterans, this state defense campus was built with the spirit of forming the nation's generation from among students who have the spirit of nationalism, patriotism, and the spirit of defending the country.

The same spirit was conveyed by the Minister of Defense Ryamizzard Ryacudu (Cabinet of Great Indonesia Volume 1), in 2018. The Minister of Defense said that "the aspect of character building in the education process at UPN Veterans must continue to be a priority so that in the future the Indonesian nation will become a nation that is great soul and character. Not only judging from the aspect of intelligence and large population but there needs to be a balance between the use of the right brain which is based on intuition and feelings with the left brain which is based on thoughts, theories, dogmas, and norms."

This branding or identity must be highlighted so that the general public can differentiate UPNVJT from other universities in Indonesia. The task of the academic community is to realize this spirit.

This study focuses on developing an ideal model for implementing state defense values at the UPNVJT State Defense Campus. So that "state defense campus" is not only a designation but as a "soul" in every teaching and learning activity. Comparative studies in educational institutions with the same spirit are considered by researchers to compare and develop an ideal model.

However, more deeply than just the purpose of building "branding", strengthening awareness of state defense through state defense campuses that have been formed, one of which is UPNVJT is an effort to build excellent state defense awareness for the nation's young generation. So that the younger generation has not only been formed as a smart generation but also loves this country.

Material and Methods

The research design is socio-legal research (socio-legal research). Therefore, this research is characterized by a socio-economic study of law. Law is conceptualized as law as what it is (functioning) in society (Wignjosoebroto, 2002). Data was collected using several methods, namely:

- a. *participant observation*;
- b. Interview
- c. *documenter study*

The analytical model used is an interactive analysis that consists of three main components, namely:

- a. Data Reduction
Is a process of selection, focusing, simplification, and abstraction, of data from field notes, which continues throughout the research implementation. Even the process begins before the implementation of the research.
- b. Data Serving
- c. Is an assembly of information organizations, and descriptions in the form of narratives that allow research conclusions to be made. The presentation of the data is arranged logically and systematically.
- d. Drawing conclusions and verification
- e. Conclusions need to be verified for validity.

Results and Discussion

State defense is a constitutional obligation as an Indonesian citizen as well as an obligation as a human being as emphasized by Moh. Mahfud MD. Furthermore, Mahfud explained, that as a citizen, we are required to have a sense of nationalism (nationalism) or a deep love for the homeland so that we must be ready to defend and sacrifice for its survival. Thus, there is a reciprocal achievement between the protection of the rights granted by the state and the willingness to sacrifice for the survival of the nation and state which is manifested in Article 27 paragraph (3) of the 1945 Constitution concerning the obligation of citizens to defend the country (Mahfud, 2009). Strengthening Students' State Defense Attitudes Awareness of defending the state is the basic capital as well as the strength of the nation, to maintain the sovereignty and integrity, as well as the survival of the Indonesian nation and state (Siahaan, 2016).

The value of Defending the State is closely related to the meaning of the values of Pancasila. Pancasila has been clearly stated in the Preamble to the 1945 Constitution of the Republic of Indonesia as the basis of the Unitary State of the Republic of Indonesia, so all national and state life must be submissive and obedient to Pancasila. Pancasila is the guideline and guide for every life in society, nation, and the state as well as all forms of state legislation. Thus, Pancasila is the source of all sources of law. Sri Edi Swasono said Pancasila as noble values extracted from the earth of Indonesia, which then needed to be socialized, or in other words cultivated, which means acknowledging the process of enculturation and enculturation (Swasono, 2016). The state ideology of Pancasila is now facing tremendous challenges both from within and outside the country. According to a UI historian (Latif, 2011), all regimes that have ruled Indonesia since independence until now are considered to have failed to properly implement Pancasila as the state ideology.

The idea of establishing a state through a political and economic system that can achieve social justice for all Indonesian people has not been able to be realized by any government. During the first five years of his leadership period, Soekarno was faced with a difficult situation to maintain independence because the Dutch wanted to return to power. In the period of liberal democracy from 1950 to 1958, the government did not run stable. The cabinet fell and rose so that the ideals of realizing the welfare of the people with social justice were far from expectations. The New Order government, which claimed to carry out development following, was running a liberalist economy. According to Sutrisno (2013), the Expert Team of the UGM Center for Pancasila Studies pointed out that Pancasila as an ideology faces three types of challenges, first international (globalization), second national (culture of violence and conflict), and third local (sectarianism / primordial and the imposition of certain historical symbols).

The constitutional mandate, however, requires new formulations following the developments and challenges of the times. The concept of defending the country has become the thought of experts, according to Richard Asley, defending the country is a thought, behavior, and action taken by every citizen to defend his nation and country. Kenny Erlington said that defending the country is the attitude of citizens who try to defend the country when facing various threats that interfere with the interests of their country. John Mc Kinsey added that defending the country is a real manifestation of nationalism, patriotism, and love for the homeland which is reflected in every citizen so that it is owned by citizens so that their country becomes strong (Subagyo, 2015).

State defense must be instilled in the nation's generation in the world of education. Higher education is a forum for character building and giving birth to agents of national change. The role of universities is once again very much needed. Quoting Article 4 of Law Number 12 of 2012 concerning Higher Education, it is stated that the functions of higher education include:

1. Develop capabilities and shape the character and civilization of a dignified nation in the context of the intellectual life of the nation;
2. Develop an innovative, responsive, creative, skilled, competitive, and cooperative academic community through the implementation of the Tridharma; and

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3. Develop Science and Technology by paying attention to and applying the values of Humanities.

Article 5 of Law Number 12 of 2012 concerning Higher Education regulates the objectives of higher education, including:

1. Developing the potential of students to become human beings who believe and fear God Almighty and have a noble character, are healthy, knowledgeable, capable, creative, independent, skilled, competent, and cultured for the benefit of the nation;
2. The production of graduates who master the branches of Science and/or Technology to meet the national interest and increase the nation's competitiveness;
3. The production of Science and Technology through Research that pays attention to and applies the values of the Humanities to benefit the progress of the nation, as well as the progress of civilization and the welfare of mankind; and
4. The realization of community service is based on reasoning and research work that is useful in advancing the general welfare and educating the nation.

The role of universities in Indonesia is quite important in contributing to community development and being a supplier of human resources needed for the running of the wheels of economic, political, and cultural life. Even the concept of community development was also born from educated circles produced by universities. Furthermore, intellectual and political leadership in this country is also born from universities. The growth of higher education in Indonesia has indeed coincided with the emergence of Indonesian nationalism which inevitably must be directed at efforts to spread national ideas that go beyond locality (regionalism). After the decentralization discourse emerged, the need to develop from the regions began to be realized. Local potential must be worked on optimally to meet the welfare of the community. Positive local culture must be preserved and used as a useful asset for regional wealth. This need invites universities to play their role, conduct research, conceptualize effective policies and answer problems.

Law number 12 of 2012 concerning Higher Education, in particular Article 58, confirms that the Functions and Roles of Higher Education areas: (1) a forum for student and community learning; (2) an educational forum for future leaders of the nation; (3) Science and Technology development center; (4) a center for the study of virtue and moral strength to seek and find the truth; and (5) the center for the development of the nation's civilization.

With these functions and roles, higher education institutions in Indonesia are centers of human resource development. It is no exaggeration to say that the future of Indonesian human resources is determined by the quality of universities in this country. It is also no exaggeration if the Indonesian people hope for higher education institutions to be able to give birth to a skilled and independent generation. The profile of university graduates in Indonesia will determine the nation's competitiveness in facing the dynamics of global competition. The era of globalization requires human resources who are not only good at taking advantage of opportunities, but also able to create opportunities, both for themselves and for others. A university with a vision of instilling state defense is rightly said to be a pioneer university informing the nation's young generation with a love for the homeland, starting with various lessons on the character of defending the country.

National Defense Curriculum at Defense University the State Defense Curriculum at the Defense University is based on REGULATION OF THE MINISTER OF DEFENSE OF THE REPUBLIC OF INDONESIA NUMBER 27 OF 2019 CONCERNING THE IMPLEMENTATION OF COUNTRY DEFENSE AWARENESS, which is as follows:

Article 12:

The material for the basic values of State Defense that is instilled through various activities as referred to in Article 11 with achievement indicators as follows:

- a. The value of love for the homeland;

- b. The value of national and state awareness;
- c. The value of being loyal to Pancasila as the state ideology;
- d. The value of self-sacrifice for the nation and state; and
- e. Have the initial ability to defend the country.

Article 13

(1) The value of love for the homeland as referred to in Article 12 letter a includes:

- a. Protect the land and yards as well as the entire territory of Indonesia;
- b. Proud as the Indonesian nation;
- c. Maintain the good name of the Indonesian nation and state;
- d. Contribute to the progress of the Indonesian nation and state; and e. love domestic products, culture, and the arts of the Indonesian nation.

(2) The value of national and state awareness as referred to in Article 12 letter b includes:

- a. Have awareness of diversity, culture, ethnicity, religion, language, and customs;
- b. Carry out their rights and obligations as citizens following the laws and regulations;
- c. Recognize the diversity of individuals at home and in their environment; and
- d. Think, act, and do the best for the nation and state of Indonesia.

(3) The value of being loyal to Pancasila as the state ideology as referred to in Article 12 letter c includes:

- a. Understand the values in Pancasila;
- b. Practice the values in Pancasila in daily life;
- c. Make Pancasila a unifying nation and state;
- d. Always develop the values of Pancasila; and
- e. Loyal to Pancasila and belief in it as the basis of the Unitary State of the Republic of Indonesia.

(4) The value of being willing to sacrifice for the nation and state as referred to in Article 12 letter d includes:

- a. Willing to sacrifice time, energy, thoughts, and materials for the progress of the nation and state;
- b. Ready to defend the nation and state from various kinds of threats;
- c. Have a concern for the safety of the nation and state;
- d. Have a spirit of patriotism towards the nation and country; and
- e. Put the interests of the nation and state above personal and group interests.

(5) Having the initial capability of State Defense as referred to in Article 12 letter e includes:

- a. have intellectual intelligence (IQ), spiritual intelligence (SQ), emotional intelligence (EQ), and intelligence in survival in overcoming adversity (AQ);
- b. Always take care of his body and soul;
- c. Tenacious and unyielding in the face of challenges;
- d. Continue to develop physical and spiritual abilities; and
- e. Have the ability to defend the country in the form of skills.

Based on the rules above, then there are courses such as State Defense, Religion, Indonesian Language, History of War, War Strategy, and every major even though Science is associated with the values of State Defense. That every existing course is always linked to Graduate Learning Outcomes based on the basic values of State Defense.

Conclusion

UPN "Veteran" Jawa Timur as a state defense campus, has the same motivation as the Defense University in developing state defense in the world of education. Differences are seen in the preparation of the curriculum, apart from being based on the regulations of the Ministry of Education and Culture, Research and Technology, the Defense University is also based on the

regulations of the Ministry of Defense. The curriculum and teaching and learning activities are based on the embodiment of the values of defending the country. This can be seen in the Curriculum, Graduate Learning Outcomes, Teaching, and Learning Activities, Campus and Dormitory Life, and academic uniforms, namely teachers and students. The branding of the state defense campus has been strong at the Defense University. UPN "Veteran" East Java can then be included in the state defense campus model while remaining in campus capacity under the auspices of the Ministry of Education and Culture, Research, and Technology.

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