

Arts Education Management in Higher Education

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Abstract

Arts education in every educational institution can be said far from part of societies and decision makers' thinking even it is far from art educators. In general, the potencial of arts education in educational institutions can only seen from one side, that is as the development of artistic capability. That is why many policies and ideas that are produced or uttered are not advantageuos for the students' future needs. Worrying about this phenomenon of the arts education, it is important to discuss it more carefully and more deeply by employing the following management techniques: destination principle, profit principle, achievement principle, integrity principle, unity principle, and friendship principle. Besides, management is also needed to see the change of human resource development such as; planning, organizing, actuating, and controlling. Through the above functions management is expected to be able to give solutions to face the competitive future. One of the important elements that is related to the education strategy is environment setting in that studying in higher education really gives encouragement to every student.

Keywords: Arts Education, Management, Higher Education.

Introduction

Education problems in education institution will never end to be discussed because education itself always change as the science and technology develop day by day and also because of the dynamic of one's society. The phenomenon is also found in art education especially in art of higher education. Nowadays, art education has not been accepted well by the societies and the decision makers in many institutions even the art educators itself. The potential of art education is just seen as developing of artistic competention, that is why the product that is produced by the education institution such as policies and ideas have less advantages to the future of students' need.

Worrying to this phenomenon, it is important to us to discuss it carefully and deeply how is the strategic of its education to make his students motivated to develop himself in learning knowledge in campus and finally his skills are useful in society. The urgency of this discussion is also used as directive to the education problems of other higher education. The philosophers and thinkers have agreed that art education is not only for the art itself but it

also have an important role in human education. Art education is not only put as knowledge discipline that stand by himself but it also has advantages to other of knowledge discipline as its balancing to both.

According to the organization of art higher education especially in Institute of Indonesia Arts of Padangpanjang (ISI Padangpanjang), to produce the skillful of human resource development (HRD) it is formulated by increasingly and emporingly the institution potential in order to get self, institution, nation and country's greatness. Therefore, the students are hoped able to adopt the developing of art nationally and internationally. In organizing of higher education, Institute of Indonesia Arts of Padangpanjang based it on trilogy of higher education, i.e: to produce the art bachelors, artists, art managers which professional and have *Pancasila* morality. The result of education are hoped directly impact to the development and developing of societies life quality widely.

Eventhough ISI Padangpanjang has done many methods in running his organization but there is still weaknesses found since the concepts applied in every of higher education institution

must set to operational act that appropriate to the capability of its organization, HRD and society.

Literature Review

Before continueing to discussion, it is necessary to see more the title of this paper, "Management of Art Education in Higher Education". According to R.W Morrell (1969) Management is taken from the word of *manage* that oftenly connected to the meaning of capability of managing of household. But in approaching of management functional it is meant as activity that cover planning, organizing, actuating, controlling (Susanto, 1985:136).

In etimology, education comes from the word of "*didik*" then it got the prefix "*pe*" and suffix "*an*" then it became "*Pendidikan*". Education (Pendidikan) is conscious effort and planned by a teacher to actualize the learning atmosphere and learning process in order the learning participant active to develop his potential and to get the strength of self controlling, personality, intelligence and skillful that he and society needed. While art is a knowledge about the element of beautification. So, art education is a learning of knowledge about element of beautification that is done and planned by an educator in order to realize the learning atmosphere and to develop their potential, self controlling, personality, intelligence and skillful in their society later on. All of this are given based on the values that they applied.

If we see the authentic of education, generally it is to add the value of intelligence, morality and sprituality to the students that set to their mental and physic development. Through education the students will metamorphose to the dedicated human, skillful, have morality and have concept (Sumadi. 1999: 24).

Parallel to art education especially music it can be used more effective in academic field, which helped model of study (ortiz, 2002:xii) and music education have the top rank position because there is not knowledge discipline that

can be obsessed to the soul and accompanying someone in stages ability more than rhythm and harmony. So, it is very important of music education in higher education especially in ISI Padangpanjang (Djohan, 2005: 143).

Result And Discussion

There are eight (8) points of main values that can be applied in all of organization management, particularly to art education in higher education. These values are very extremely related to the big innovation, loyalty and productivity. The values are destination principle, superiority principle, achievement principle, integrity principle, unity principle, friendship principle that was offered by Lawrence M. Miller (1987) in his book titled *New Era Management*. The principles will explain below.

Destination Principle

Destination can be many varieties of shape. Destination does not need something bombastic and also it does not need many destination, few but it can reach. Like the destination of how to be the best employee in industry field. The destination is enough to many people, or like the destination that formulated in system of social security, the destination is enough to give the security of life to the participants or member of families and it is not telling it will gives all the security to life basic needs that suit to all of participants and member of families.

According to destination, the point that should be remembered is wisely view of one's leader in higher education, creating man power with implanting the destination to others. Thus, the art education that is given by the lecturer to the students firstly, the destination of learning should be explained to them generally and especially. For example, in general destination, the students comprehended some of scientific research principle while the particularly destination, understanding of managing principle from perception to conception, system, methods etc.

Superiority Principle

The meaning of superiority in this paper is not something that its assumption but its spirit that obsesses to someone's life and soul. Superiority is never ending process of giving satisfaction to someone. Superiority is the result of learning ability, and environment responding ability in productive ways. Superiority is not specific characteristic but it is a product of some characteristics or psychology habits that enable someone to study or move. This habits are disposed in education implementation like in art education.

The success manager creates a superiority culture and in applying it, it should develop three elements that will produce the superiority. They are standard, motivation and feed back.

In determining of standard, it does not need the formal size but it needs sample of superiority. For example, a higher education created his students to follow the workshop in other higher education. If the developer of superior is asked to explain his aims, he can show the person that has struggled, suffered and won. Usually, the things like this in higher education especially in art education we found much. He trusted that aim of achievement and sacrifice will get repayment in his study. Determining this standard do not have the relation to formal description from the achievement needed. This standard is real and can be performed.

Motivation created by lecturer of higher education consequently is based on determining destination. Determining destination should involve all the lecturers in determining an important element. The real size is applied to whom that achieves it. After the feedback habits, it is truly a requirement that is needed to reach the superior destination. Feedback is a mechanism that shows the achievement motivated to right destination. Good lecturer in one in higher education is someone that intentionally makes an effort to give learning and feedback continually and promotes his feedback to others students.

Achievement Principle

Achievement is the result that had done with rely on the intellectual ability, emotional, sprituality and self endurance in facing of all aspects of life (<https://id.m.wikipedia.org/wiki/prestasi>).

Every one absolutely behaved in producing something but achievement or successful thing that reached by someone or institution does not slipped away from other help. In a process of succesful, everyone will face the threat or challenge from himself or from his environment.

So it was clear here that the important of students' achievement was to increase the potential of students themselves. The potential was to actualize the quality and quantity that got by every one. It was an experience and it can be a precious learning to his future life. This experience might be useful for himself, his family, his group, his society, his nation and his country.

Achievement principle taught us to have the law or regulation that is as the main human behaviour. Behaviour is a function of its consequences. Behaviour that appreciated was the behaviour to increase the achievement. If we learn how to appreciate then we will have achievement (Lawrence M. Miller, 1987: 60). So the repayment correlated with his achievement then achievement of someone will increase. While the riverse side if the repayment is given without achievement, the higher education will get suffer.

Culture and spirit or every student in higher education much influenced by his leader willingness. If the leader assumed that achievement is just obligation of every student then said why i should give the repayment, this statement often happened in many of higher education, eventhough someone has done his work hardly, fastly, more clever the leader will not appreciate it.

Integrity Principle

Integrity principle is a principle that tightly source from the morality values in every of

acting and decision of organization it applied. Beside that the integrity principle is openly act, honest and responsible in follow up one's commitment.

There are some characters and values that contained in integrity principles, they are; (1) airy hearts (open minded, flexible, easy to accept someone's opinion). (2) capability (competence, productive, effieience, accurate). (3) easy to make relationship (friendly, team player, always available, care). (4) trust (reliability, seriously, can guess). (5) self will(deligent, work hard,full of motivation). (6) honestly (objective, consistent, democracy). (7) imaginative (creative, inovative, want to know). (8) integrity (honest, trust, have a character, believed). (9) intelligence (clever, wise, logc). (10) leadership (giving inspiration, deciding, giving instruction). (11) loyalty (responsible to himself, to institution, to the wisdom). (12) maturity (experienced, wise, mature, have a deep thinking (13) frankly (directly, sincere, outspoken). (14) caring (appreciation, concerned, consciuos, full of respect). (15) supporting (understanding, emphatic, helpful). These fifteen principles are not only to hold by the students but also to the lecturers.

Unity Principle

Unity principle is a way to actualize togetherness, one and other help mutually.. All of person that have function in his environment must make unity like in higher education. Someone that keeps this principal will develop himself and his environment especially in higher education.

The principals that's built in higher education especially in art education started from the unity of vision and mission that designed by one's college. All of components that involved should act in integrated system. All of components will allied in a solid of team work that fight for his destination of education. Loyalty, relationship and communication that have built should keep in order each other have power in his position then they will responsible integrity.

Friendship Principle

Friendship principle in a College should be built and realized. Friendship is a way in making of relation in a College especially in education activity. Just Friendship can create the trust, sacrifice and loyalty. If this principle can realize it will bring the peace and harmony of Campus life.

All the principles above can actualize if all of human resource development managed by management science like *planning, organizing, actuating, and controlling*. Through this way, it is hoped it will be a way out of compete future. One of the important element that related to education strategic is organizing the environment in order the study in a college is truly pleasant activity for the students.

Conclusion

After explaining about the management organization principles above it can conclude that education that build in higher education especially in art side should have the clear destination, it is the basic one. Beside that it is important to create the good relationship between lecturer, students and academic employee in order the institution destination can be reached. The people in higher education should coordinated well, there is not individualist work but it is team work. Every one should responsible, should have superiority, achievement, integrity, unity and friendship.

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