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## The Readiness of University to Implement of Merdeka Belajar Kampus Merdeka (MBKM) as a Competitive Advantage at Tridianti University Palembang

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**Abstract.** This article aims to identify the challenges faced by higher education and the implementation of free learning during the Covid-19 pandemic, and considers that the main approach to establish Tridianti University is the implementation of “Independent Learning – Independent Campuses (MBKM)”. The logical consequence of this transition will require innovation not only in digital tools and forms of learning, but also in the learning process and in the learning experience of students. The "Free to Learn, Independent Campus" or MBKM program is the flagship program designed to develop competitive, competent, independent and innovative students.. The purpose of this study was to determine the implementation of the MBKM program. Methods The source of this research was additional information from books, journals and articles related to the Independent Learning – Independent Campus (MBKM) program. At the time of this writing, the authors used literature search as a research method to find data or research information through the collection of books, journals, scientific journals, reference works and documents available published and library materials that are relevant to the research question and objectives, Read in the form of notes, books, magazines, journals, manuscripts, reviews, or articles. It is hoped that the results of this study will influence the improvement of the "Independent Learning - Independent Campus (MBKM)" program, especially at Tridianti University in Palembang.

**keyword:** *competitive advantage, MBKM, E-learning, covid 19*

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## INTRODUCTION

Today's technology has transformed people's lives and ways of working and has significantly shifted the traditional educational paradigm to the Internet of Things. Technological advancements have also ushered the world into an era where all life processes, including education and learning strategy processes, can be conducted online. We live in a dynamic and unstable global society, where waves of megatrends, including globalization and technological advancements, are creating new market forces. (Lee and Tremy, 2018).

The MBKM is the of the Minister of Education and Cultural Policy Nadiem Makariem. One of the MBKM course coverage packages is the right to study for 3 (three) semesters outside the study program. The application requires a different rule or criminal basis for better education for better academic results and better graduates. Many types of physical studies outside of higher education. All of the above exercises should be done under the guidance of an instructor. Independent school districts should provide situational topic reports to improve student skills, prepare for work, or create new process opportunities.

The Merdeka Campus is one of the rules of the Minister of Education and Culture Nadiem Makarim who gave a college coverage to provide the proper to look at for 3 semesters out of doors the look at program. The unbiased campus has grown to be a brand new idea that permits college students to benefit the liberty to look at in better education (Leuwol et al., 2020; Muhsin, 2021; Wijayanto, 2021). This idea is a continuation of the preceding idea, specifically free learning. The making plans of the Merdeka Campus idea is essentially againing knowledge of innovation to get exceptional gaining knowledge.(Sukreni, Untari, Perdana, & Hutahaeon, 2022).

The development of the modern world is currently changing rapidly. The development of papers presents a serious challenge for the younger generation (Digidowiseiso, 2020). The worlds of eras 4.0 and 5.0 do not have simple effects. It affects all aspects of human life, including education. This era is characterized by the central role of technology and information in human life (Digidowiseiso, 2018). Times 4.0 created Education 4.0 in. The concept stems from the changing skill requirements of the Industry 4.0 era. This is the future vision of education meeting the needs of Industry 4.0. Education 4.0 is known as student-centered innovation (Morrar et al., 2017). This approach promotes

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creativity and innovation in all aspects of life by encouraging savvy students to meet life's challenges and generate new ideas (Jaenuddin et al., 2020).

Implication of Merdeka Belajar Kampus Merdeka (MBKM). This is "free to learn, As it is a major program of the Ministry of Education and Culture of the Republic of Indonesia (Kodrat 2021), the university's independent campus policy is very important (Asia 2021). MBKM's policies lead to more appropriate and flexible ones which can increase students' ability to meet the needs of the community. Getting ready to face the world of work by giving the university the freedom to manage higher education institutions. MBKM's policy is to generate competitive graduates (Nonaetal. 2022; Puspitasari and Nugroho 2021) and to develop innovative and independent talent to search and find knowledge and experience. Asia, 2021).

Merdeka Learning Independent Campus coverage is designed to inspire undergraduate students to master many areas of understanding compatible with their areas of expertise so that they are equipped to compete in the international world (Baharuddin, 2021; Fatmawati, 2020 ; Tohir, 2020). This type of coverage provides students with the flexibility to choose which publications they can accept based primarily on their personal preferences. Therefore, the Independent Learning - Independent Campus Program (MBKM) is implemented by the government, namely the Ministry of Education, Culture, Research and Technology (Kemdikbud Ristek) of the University. Launched in 2020, the program focuses on active student learning and off-campus learning (Purike, 2021; Puspitasari & Nugroho, 2021). The implementation of MBKM certainly requires changes and student progress as a form of adaptation to the student's learning process. Students must be able to comply with these policies and adapt appropriately to the needs of information technology developments (Astro et al., 2022)

(One & Two, 2013) point out that learning approaches in higher education rely heavily on the oral provision of content knowledge (Hobbs, 2017). Lectures and textbooks are the most important tools of the university classroom. To succeed in many fields of study, students must acquire knowledge through innovation and creative education, which is important in higher education. Higher education systems are designed to accommodate students, offer the study programs they need, and provide learning facilities and student comfort (Mota and Scott, 2014). Indeed, colleges should be able to produce graduates who can adapt to real life after graduation or to university life (Banda, et. et al., 2022).

Unfortunately, many educational institutions for students such as Tridianti University are still struggling to improve. This is a problem with university, especially private universities (PTS), with a shortage of education budgets, a complex state bureaucracy and curriculum system for higher education, and a university-based. This is because they tend to be limited to innovations in (Suharyono & Digdowiseiso, 2021). Appointing Nadim Makalim as Minister of Education and Culture is a light of hope for Indonesia's private university. With the idea of "freedom of learning", there is an optimistic view among private universities on the rapid and autonomous development of all aspects of higher education (Dunaev et al., 2018). However, this policy raises some questions regarding the application of the concept of independent Slearning at a practical level.

Innovation, in particular the rise of digital technology and the evolution of the environment. The growing middle-class culture in many countries around the world is creating unprecedented demand for educational services from private and public providers. Over the past decade, first-year college enrollment has grown exponentially, pushing the global share of adults with college education from 19% to 29% between 2000 and 2010. All reasonable estimates suggest that this trend will continue. (Scott, David Motta, 2014). in all organizations. In such an environment, innovation is essential to survival and prosperity. But innovation is all about creating value that benefits an individual, organization, or society. (Scott, David Motta, 2014)

E-learning has become the electronic learning medium of choice for universities around the world. Several references have empirically demonstrated that the use of e-learning as a learning medium has been shown to be effective in improving motivation and successful learning, Using e-learning not only overcomes the problem of having a large number of students, but also provides significant support for teachers, providing easy and efficient access to the learning process. E-learning is an integral part of the learning media in Indonesia, especially Universitas Tridianti. Since 2019 the Universitas Tridianti curriculum has shifted from an expert learning approach to a life-based learning approach from training and professional development models to skills development.

Massive open online courses (MOOCs) are a new phenomenon in the field of distance education and are closely related to the idea of self-directed learning. It is one of the most important experiments in higher education and could be a turning point in online teaching methods, Ken suggested. MOOCs are relatively new and in development; new

forms emerge and new types are used. The two main characteristics of MOOCs are open access and extensibility. Participants, who are actually active learners, do not have to register permanently and do not have to pay the normal fees. In addition, MOOCs are designed to support a large number of registrations.

## **PROBLEM**

How to implement Merdeka Learning – Independent Campus (MBKM) as a competitive advantage at Tridianti University Palembang. The lecturers and students' ability in learning challenges varies, some are used to, it can not be separated there are still forced and unprepared. However, conditions forced everyone to be ready to use information technology to prevent the outbreak from spreading. The Coronavirus Disease (Covid-19) pandemic actually provides great potential to be a catalyst in the implementation of the Merdeka Learning policy: Merdeka Campus. Lecturers and students become actors in independent learning with the help of information technology. The implementation of free learning is not only dominated by State Universities but also private universities especially Tridinti University Palembang.

## **Literature review**

### **The Resource-Based View (RBV)**

(Haan, 2015) pointed out that companies have an obligation to respond. The resource-based view (RBV) of business views the internal environment of the business as a driver of competitive advantage and emphasizes the resources that the business develops to survive in the environment. compete. In the early stages of strategic development in Hoskisson's description of the development of strategic thinking (Hoskisson et al. 1999), the focus is on internal factors of the firm. Scholars like Ansoff (1965) and Chandler (1962) made important contributions to the development of resource-based strategies (Wang, 2014).

RBV subscribers argue that only strategically important and useful resources and capabilities should be considered sources of competitive advantage (Susanto, 2019). They use terms such as core capabilities (Alvarez, Barney, and Newman, 2015), unique capabilities (Papp and Luftman 1995), and strategic assets (Amit and Shoemaker 1993; Markides and Williamson 1994) to refer to strategically important resources and capabilities. , providing businesses with potential competitive advantages. A strategic asset is “the set of hard to trade and imitate, rare, appropriate and specialized resources and

capabilities that give a firm a competitive advantage (Amit & Shoemaker 1993). (Baia, Ferreira, & Rodrigues, 2020) suggests that business strategy can be seen as a tool for manipulating these resources to create competitive advantage.

### **Competitive advantage**

(Haan, 2015) stated that companies have an obligation to respond appropriately and effectively to the changing business environment, and one of the most demanding situations a company faces is to acquire and develop a positive advantage that a company can create a defensible position and maintain. its competitors [1]. Alternatively, it can be taken to refer to the ability that allows a firm to shape its defined competitive advantage and differentiate itself from competitors[2] Competitive advantage is defined as an asymmetry or difference in any attribute or factor that enables a business to provide it with customers are more efficient than others, creating better customer value and delivering superior performance. Reference [3] shows that competitive advantage is achieved through supply chain competitiveness, which means "meeting the needs of end customers by providing them with what they want, in the form they want. , when they need it, at a competitive cost". (Awwad, Khattab and Anchor, 2013).

## **METODOLOGY**

At the time of writing this article, the writer used a research method. According to Danial and Warsiah (2009:80) Literature research is the research done by collecting books, magazines related to the research question and objective in order to find research data or information by reading scientific journals, reference books and published materials available. The technique is designed to uncover various theories related to existing problems, serve as a reference in discussions of research results and use data analysis based on written materials in the form of published notes, books, reviews , newspapers, manuscripts, magazines or articles. .

## **RESULT AND DISCUSSION**

Freedom means choosing alternative policies between continuing to design existing courses or coming up with new course designs that provide students with innovative and unique experiences. The implementation of the MBKM program is based on the need for the development of knowledge, skills and competences in the 21st century

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and the importance of changes in classroom activities. The MBKM program is a response to the Indonesian Ministry of Education producing outstanding graduates. It is rapidly evolving in progressive Industry 4.0 technologies in response to social, cultural, industry and generational changes. The skills of the students must also be reinforced according to the evolutions in progress. There is a want for a hyperlink and fit among graduates of better schooling now no longer simplest with the enterprise global and the economic global however additionally with a destiny this is hastily changing. Based on this, the Ministry of Education and Culture has enacted a brand new coverage withinside the subject of better schooling via the "Merdeka Learning – Independent Campus (MBKM)" application that is now starting to be applied via way of means of universities. The Ministry of Education and Culture's coverage pertains to the granting offreedom for college students to take part in mastering sports for a most of 3 semesters of have a look at outside the have a look at application and campus.

There are several steps to consider in the preparation of the MBKM program, namely: First, each university and each program improvement group prepares technical means and guidelines for the implementation of the MBKM policy, mainly in terms of rules, ethics, procedures, implementation mechanisms, structures used. Will be, and the choice of application. Secondly, every best school group wants to act and check social activities through activities related activities, which include schools/madrassas, industry, banks, different universities and different activities related to MBKM app; third, follow the application identification guidelines, the classification is in accordance with (recognized) MBKM applications, it is the choice of the student. By adjusting the comprehensive policy of higher education study programs based on MBKM, it is hoped that everyone who applies for an observation degree can solve the serious situation and problems of the international community.

For the students of Universitas Tridinanti Palembang, the MKBM program is really beneficial, including the improvement of abilities and new experiences according to their needs. The number of divisions for the chosen course is much simpler, as some subjects may no longer be taught due to changes. MBKM events recognize them. The eight MBKM courses offered can make a difference for students and teachers in a more self-directed mode of activity, but still within the framework of capacity building for students. The challenge for study programs is to develop an adaptable curriculum and adapt to changing

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times, without renouncing the goal of producing graduates according to predetermined learning outcomes. Furthermore, the implementation of MBKM policies requires cooperation and collaboration with partners or other parties related to their scientific fields, and a commitment to support the expected learning outcomes.

## CONCLUSION

The MBKM coverage gives possibilities for college students to benefit a greater complete mastering and new competencies. The MBKM software can enhance students' exceptional of training and competence in tertiary institutions, that's marked through improving the exceptional of educational coaching through curriculum development, collaboration with partners/stakeholders/universities, and exceptional warranty that helps MBKM. The life of the MBKM coverage became replied to definitely through Universitas Tridianti by facilitating the implementation of success and pupil mastering rights, which include making regulations for the overall performance of the MBKM software, educational regulations, recommendations for the Internal Quality Assurance System, and diverse MBKM operational standards. The effect of the MBKM curriculum key performance is the conclusion of collaborative mastering. This is useful in increasing competence and new reviews in step with pupil needs.

Curriculum guidance is finished in step with the desires within the field. The goal of the Merdeka Learning Independent Campus curriculum is the coverage of the Minister of Education and Culture to inspire college students to grasp understanding this is beneficial for getting into the sector of work, and to provide possibilities for college to select the publications they may take. Implementation of the MBKM curriculum to reply the demanding situations of technological development, with an OBE (Outcome Based Education) based gaining knowledge of device in order that graduates cognizance on gaining knowledge of results which might be aligned with medical disciplines. University Tridianti Palembang with a reasonably excessive degree of complexity in socio-financial problems, and requiring the position of lecturers in it, is one of the regions with top notch capacity to turn out to be an MBK implementation.



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