

The Effects of Integrity Campaign Towards Managing Ethical Change During National Examinationⁱ

Nia Sarinastiti

School of Communication, Atma Jaya Catholic University of Indonesia

Nia.sarinastiti@atmajaya.ac.id

ABSTRACT

The objective of this research is to review the effects of an integrity campaign during the national examination for elementary until high school students. For two years, 2015 and 2016, the Ministry of Education and Culture conducted a campaign that focused on an effort to decrease cheating during examinations by placing the responsibility to each of the municipal/regency throughout Indonesia. The theme “Prestasi penting, jujur yang utama” or in short “Prestige is important, but honesty is first” received many responses, including government officials who are shocked on the results of their schools. The theoretical approach is using Smith’s evaluation of awareness, acceptance and action objectives to help understand government communication efforts in changing the mindset and behavior of its stakeholders. The research method focuses on qualitative data, which are anecdotes (through interviews and documents) and observations, supported by response data managed by the Ministry of Education and Culture for 2015 and 2016 campaigns. The findings of the research indicated that all hierarchy of objectives were reached; and therefore, the campaign was effective

Keywords: awareness, acceptance, action, campaign effectiveness, change management, education, ethics, integrity

BACKGROUND

In 2015 the Ministry of Education & Culture embarked on a program that plans to increase the integrity of managing the nation-wide final school examination (*Ujian Nasional* or UN). The UN has always been highly vulnerable to fraud. In which cheating, can have dire consequences for students and their future. Students who fraudulently benefited temporarily, are of course disadvantaged in the long term. These students may be not yet competent, but considered to be competent as they cheat through the system.

The Secretary General of the United Federation of Teachers Indonesia (FSGI) Retno Listyarti explained that some patterns

of fraud were successfully monitored by FSGI during the implementation of the national exam for high school and equivalent since Monday, April 13 to Wednesday, April 15, 2015 (Tempo.Co, 2015). The monitoring found that there were sales of questions (and answers) prior to the test week using on-line methods, use of mobile phone, little notes, and writing on arms/hands.

With cheating, the “not so good” schools get at the end better grading compared to the good schools. Based on the Ministry of Education and Culture’s (MoEC) evaluation during post-examination, regional grades that still need development and quality improvement looks higher than areas that

have good quality. These conditions cannot be allowed, and must be stopped.

The Ministry was determined to open any fraud. The regions are measured not from the result, but also include qualitative measures to gauge the integrity of the school. Therefore, the Ministry decided to embark on a campaign to decrease, if not diminish cheating through a campaign with the theme “*Prestasi penting, jujur yang utama*” or in short “Prestige is important, but honesty is first”. The campaign received

many responses, including government officials who are shocked on the results of their schools (MoEC, 2016).

The below so call advertising (Graphic 1) on the “Prestige is important, but honesty is first” campaign provides a flash back on historical journey of intellectuality and integrity. Then as part of the visualization included graphics of what parents or teachers would see that the result has fallen into the worst quadrant of the integrity index.

PRESTASI PENTING, JUJUR YANG UTAMA

PARA PENDIRI REPUBLIK ADALAH ORANG-ORANG YANG BERPENDIDIKAN DAN BERINTEGRITAS. BAGI MEREKA, INTELEKTUALITAS DAN INTEGRITAS MELEKAT TAK TERPISAHKAN. KINI SAATNYA MENEGAKKAN KEMBALI PRINSIP PARA PENDIRI REPUBLIK DAHULU.

PERBANDINGAN INDEKS INTEGRITAS UJIAN NASIONAL DAN NILAI UJIAN NASIONAL.

SMA/MA IPA
Indeks Integritas UN Tinggi

SMA/MA IPS
Indeks Integritas UN Rendah

SMK
Indeks Integritas UN Tinggi

SMP/MTs
Indeks Integritas UN Rendah

Sejak tahun 2015 Kemdikbud memperkenalkan pemetaan Indeks Integritas Ujian Nasional (IUUN). Hasilnya masih jauh dari menggembirakan. Sebagian besar sekolah memperoleh IUUN yang rendah. Inilah kenyataan pahit yang harus kita ubah.

Negara kali ini memberikan apresiasi terhadap keseimbangan antara prestasi dan integritas. Presiden RI Joko Widodo adalah presiden pertama yang mengundang 503 kepala sekolah dengan IUUN tinggi ke Istana Negara. Sekolah yang mereka pimpin adalah sebagian dari 17.000 sekolah dengan capaian IUUN tinggi. Langkah ini adalah sebuah bentuk pengakuan terhadap mereka yang teguh jaga integritas di tengah potret yang masih buram ini. Apabila dulu rakyat yang melaporkan kecurangan justru mendapat ganjaran berupa hukuman sosial dari sekitarnya, kini justru negara yang secara aktif mengumumkan secara transparan, lengkap dan terbuka potret integritas dalam pendidikan kita.

Namun mengembalikan integritas ke dalam sekolah-sekolah kita membutuhkan kesadaran dan usaha bersama. Ayo para orangtua, tanyakan pada sekolah anaknya. Para alumni, tanyakan pada almamaternya dulu. Para kepala daerah, periksa indeks sekolah-sekolah di daerahnya. Apakah kita telah menempatkan kejujuran sebagai yang utama? Apakah kita telah ikut menjaga agar para calon pemimpin bangsa bertumbuh kembang dengan kesadaran akan keutamaan integritas?

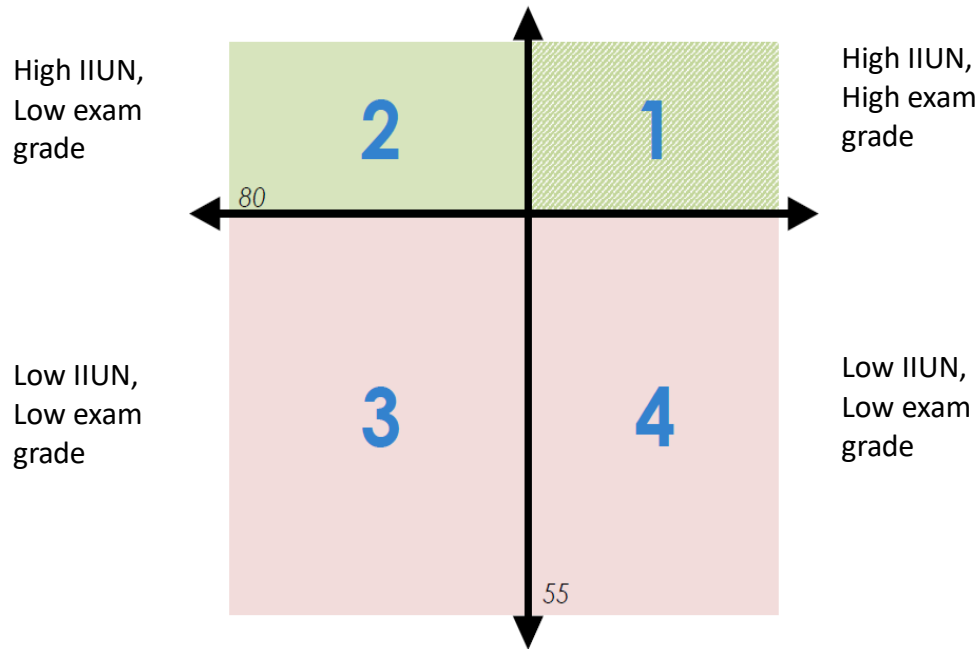
Negara sudah memulai. Presiden langsung terlibat. Mari sama-sama bergerak menegakkan integritas di setiap sendi kehidupan bangsa!

KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
Call Center: 177 SMS: 0811976929
Telp: 021 5703303 Email: pengaduan@kemdikbud.go.id
Kemdikbud.RI @Kemdikbud_RI

Graphic 1: Advertising on “Prestige is important, but honesty is first”

The government’s campaign “Prestige is important, but honesty is first” focuses on the integrity index called *Indeks Integritas Ujian Nasional* (IIUN) or the National Exam Integration Index. The objectives of IIUN is to be able to pull the schools to have better integrity in conducting the national exam and to measure the honesty in managing the exam,

not measuring the honesty of the school. As seen in Graphic 2, the IIUN is compared against the average exam grade results in a school and placed based on the category of each quadrant. The ideal matrix would be Matrix 1 where IIUN and exam grades are high, and the least ideal matrix would be number 4, in which IIUN and exam grads are low.



Graphic 2: *Indeks Integritas Ujian Nasional* (IIUN) and Exam Grade Result Matrix

THEORETICAL APPROACH

Campaign as a Driver for Change

A campaign is amongst one of the communication strategy that is needed to get the involvement of the public. In this case, an organization would need to operate in an open system if it wants (and willing) to engage with their many publics (Smith, 2014). As Smith also stated, a communications strategy in the campaign typically include actions and communications. Action includes activities

to demonstrate the organization's ability to interact with the target audience, namely: organizational performance, engagement with audiences, special activities, alliances and coalitions, sponsorship, philanthropy and activism. While the communication strategy includes publicity, newsworthy information, and transparency. To determine which is most appropriate is used is based on goals and objectives and consider the options available.

In this case study, the MoEC focused on organizational performance and engagement with audiences, which are complimented with all the communication strategy.

Evaluation Model

Smith's (2013) evaluation of awareness, acceptance and action objectives can help understand government communication efforts in changing the mindset and behavior of its stakeholders.

1. **Awareness** – focuses on information, providing the cognitive (or thinking) component of the message. Usually persuasion is based on what we want people to know about the organization or its activities. The main idea is to get:
 - a. Attention
 - b. Comprehension
 - c. Retention
2. **Acceptance** – deals with the affective, or feeling component of the message, how people respond emotionally to information they have received. In this case, the persuasion process deals with what the publics think or feel about what they know. The result of acceptance would be drawn as:
 - a. Interest
 - b. Attitude
3. **Action** – takes aim at expression and conduct, providing the conative, or behavioral component of the message. The persuasion process focuses on how the public should act, based on what they think or feel about what they know. The result would be able to draw:
 - a. Opinion
 - b. Behavior

RESEARCH METHOD

The research method focuses on qualitative data, which are anecdotes and observations, supported by response data managed by the Ministry of Education and Culture for 2015 and 2016 campaigns. The approach was to conduct historical review and content analysis.

Based on Berger's (2011) summary on historical approach, the intention of research would be to provide a comparison of what has occurred over time based on primary data, which in this case data from institution. To provide comprehensive facts that would support the results of historical comparison, a content analysis was conducted based on anecdotes (from interviews and documentation) and observations. Yin (2003, in Kohlbacher, 2006) stated that in a case study, content analysis consists of "examining, categorizing, tabulating, testing, or otherwise recombining both quantitative and qualitative evidence to address the initial propositions of a study". Therefore, in this study, a table is used to capture the evidences based on Smith's evaluation framework.

RESULTS

1 Historical Review

Based on the comparative results of campaign between 2015 and 2016 the IIUN and exam grade comparison indicates a substantial change in the following summary (see also Graphic 3):

- a. In 2015 the high school level with IIUN> 70 is only 35%, in 2016 increased to 61%;
- b. IIUN has pushed all the high school (SMA/MA/SMK) and junior high (SMP/MTs/and the like) to be more honest in managing the exam (UN);
- c. Many provinces are increasing the average level of

integrity of the school in its implementation of the UN; d. Grade results have decreased because the level of honesty has increased. Many more schools are using the UNBK system (computer based) – providing no room to cheat, practice sheets are not as detailed, ability to be more logical.

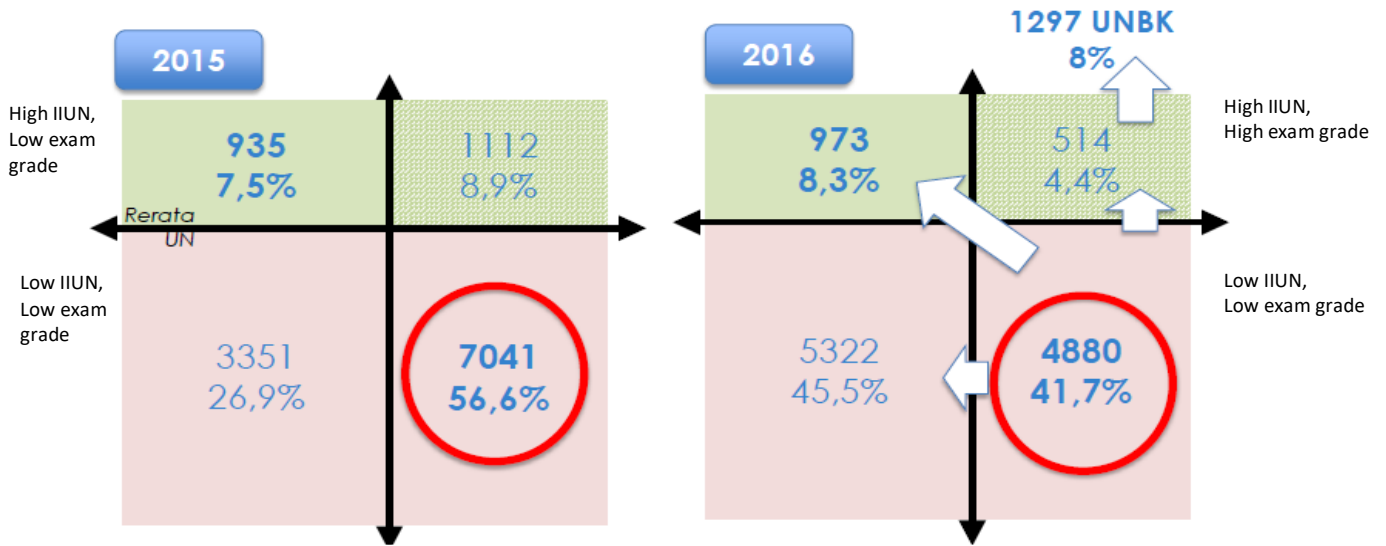
2. Content Analysis

Driven from various three main message sources: explicit text message, anecdote, and

observation, the breakdown of analysis was based on Smith’s evaluation concept as follows:

1. Awareness: Attention, comprehension, and retention
2. Acceptance: Interest and attitude
3. Action: Opinion and behavior

The summary of analysis is seen in Table 1 below.



Graphic 3: Comparative IIUN (National Exam Integration Index) results

Table 1: Content Analysis Results

	Text Message	Anecdote	Observations
Awareness			
Attention	Achievement is important, but honesty is first	Minister Anies Baswedan, “what should be noted on UN is honesty not just passing the exam. Do not justify every means. There would not be subsidies for developing answers.” (Press release)	
Comprehension	Increase <u>quality</u> of education		
Retention	IIUN <u>measures the honesty in managing the exam</u> , not measuring the honesty of the school		
Acceptance			
Interest	<u>Mentoring</u> schools to reach minimum standard		
Attitude	Proud to be invited to the Presidential Palace if considered high in integrity	More than 12,000 schools) received the Charter of Integrity Award for IIUN >80%. 500 schools with IIUN >90 are invited by President Jokowi to the Palace	

Action			
Opinion	Community will know from the central government the integrity level of the regional government	Education office, “We expect the support of Parliament in Riau Island. Public support is needed in efforts to improve the achievements”	At first community actively report fraudulent of UN to the government, this year the opposite happens, it is the government that is actively reporting fraud UN level to the community based on the results IIUN (Santo Yosef School, Medan)
Behavior	Develop attitude of honesty and integrity (school as an integrity zone)	<p>Minister, “In many areas there was a surge increase in the level of honesty in the national exam, in which Yogyakarta (DIY) be the area with the highest level of integrity throughout Indonesia”</p> <p>Minister, “One of the areas that experienced significant spikes honesty is in Aceh, with the increase reaching 12 points. "The indications are that the organizers in many places work seriously to improve the system.”</p>	Minister visiting SMP Negeri 1 Kalasan, Sleman using a room to implement the UN-based computer

CONCLUSION

The comparative results of the IIUN against grades indicate that the campaign to develop integrity has been effective, and this is supported by the concluding evaluation results: Messages based on the concept of *Awareness* provided the cognitive (or thinking) component of the message by focusing on the importance of honesty as attention.

Messages based on the concept of *Acceptance* is shown in attitude, where there is proudness of acknowledgement from the higher level of people in the government.

Messages based on the concept of *Action* provided conative or behavioral effect by having a better behavior in managing the national exam. Having input or involvement from the community also increases better opinion on the importance of integrity. Students are also proud to be part of the school when applying to the university.

Further improvements to make the campaign more effective will be in the following areas: 1. Awareness: effort to increase comprehension that IIUN increases on quality (standard) and retention in understanding the context; Acceptance: effort to develop interest on how people respond emotionally to mentoring being offered is not apparent.

REFERENCES

- Berger, Arthur Asa. 2011. *Media and Communication Research Methods*, 2nd, Los Angeles: Sage
- Kementerian Pendidikan dan Kebudayaan Republik Indonesia. 2016. "Hasil Ujian Nasional 2016: Indeks Integritas Ujian Nasional Meningkatkan". Jakarta.
- Kohlbacher, Florian. 2006. "The Use of Qualitative Content Analysis in Case Study Research." *Forum: Qualitative Social Research*. Volume 7, No. 1, Art. 21 – January 2006. <http://www.qualitative-research.net/index.php/fqs/article/view/75/153>
- Smith, Ronald D. 2014. *Public Relations: The Basics*. New York: Routledge.
- Smith, Ronald D. 2013. *Strategic Planning for Public Relations*. 4th edition. New York: Routledge
- Tempo.Co. 2015 (April 16). "Ini Kecurangan Ujian Nasional 2015 Versi FSGI" – downloaded July 1, 2016. <https://m.tempo.co/read/news/2015/04/16/079658121/ini-kecurangan-ujian-nasional-2015-versi-fsgi>

¹ The paper was presented at the 2016 International Conference on Corporate and Marketing Communication (ICCOMAC) conducted by the School of Communication, Atma Jaya Catholic University of Indonesia in October 2016.