

## **Reputable Journal Improvement Strategy Formulation on Journal of Paradigma**

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### **Abstract**

Paradigma is a journal published by the Faculty of Social and Political Sciences (FISIP) University of Pembangunan Nasional Veteran Yogyakarta (UPNVY) which is intended to facilitate the publication of ideas or research results carried out by the academic community of FISIP UPNVY as well as academics/bureaucracies/practitioners outside UPNVY. The problem faced at this time is the difficulty of getting articles/writings because Jurnal of Paradigma has not been accredited by Sinta or internationally accredited. Therefore, it is necessary to formulate a strategy for achieving Jurnal of Paradigma towards Sinta accreditation. The purpose of this study is to formulate policies related to the achievement strategy of Jurnal of Paradigma towards being accredited and indexed by Sinta. This research approach is a mix-method involving qualitative and quantitative data and processed systematically using the SWOT Analysis method to get the right strategy formulation in achieving Journal of Paradigma towards Sinta accreditation. Based on the results of the analysis of internal factors and external factors, the formulation of the strategy for achieving Journal of Paradigmas is to gradually prepare Sinta accreditation and international indexation, expand Journal of Paradigma information, increase management ability in journal accreditation, and collaborate with other accredited journal managers.

**Keywords:** Accredited Journal Strategy, Policy Implementation



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## **INTRODUCTION**

This research was initiated by the Main Performance Index that has been determined by the Ministry of Education and Culture regarding the results of research and service that has received international recognition or is applied in the community. Thus, FISIP considers it necessary to formulate a strategy for achieving nationally accredited and internationally indexed faculty journals (Google scholar and DOAJ). Paradigm is a journal published by the Faculty of Social and Political Sciences UPN "Veteran" Yogyakarta which is intended to facilitate the publication of ideas or research results carried out by the academic community of FISIP UPNVY as well as academics/bureaucracies/practitioners outside UPNVY. Currently, Journal of Paradigma is still in print and not yet accredited. Therefore, FISIP plans to have Journal of Paradigmas accessible online and indexed.

Journal of Paradigma was registered at LIPI on May 28, 2007 and has obtained ISSN No. 1410-3133. The problem faced at this time is the difficulty of getting articles/writings because Journal of Paradigma has not been accredited by Sinta or internationally accredited. Therefore, it is necessary to formulate a strategy for achieving Journal of Paradigma towards Sinta accreditation.

The problems to be solved in this research are:

- (1) What are the strategic issues related to journal management?
- (2) What are the strengths and weaknesses of Journal of Paradigma?
- (3) How to map the strengths and weaknesses of Journal of Paradigma?
- (4) What is the strategy for achieving Journal of Paradigma towards Sinta accreditation?
- (5) How is the implementation of the Journal of Paradigma's achievement strategy towards Sinta accreditation?

This research is urgent to be carried out by considering several reasons, including:

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- (1) The Main Performance Index refers to the quantity and quality of writing in reputable journals. FISIP as one of the faculties at UPNVY must support the achievement of these standards.
- (2) Higher education institutions must have reputable journals to gain national and international recognition.
- (3) All lecturers are required to publish their ideas and research results in reputable journals so that universities really need to facilitate reputable journals.
- (4) Competition between universities is getting tougher so that FISIP UPN "Veteran" Yogyakarta requires a reputable journal as one of the competitiveness.
- (5) The increase in functional positions of UPN "Veteran" Yogyakarta lecturers still needs to be improved to the professorship level so that the availability of reputable journals is one of the facilities to reach that level.

## **LITERATURE REVIEW**

### **Strategy and Strategic Management**

Strategy is a shared means with long-term goals to be achieved (David, 2010). Strategy is an action potential that requires top management decisions and a large amount of company resources. Strategy affects the long-term development of the organization and is oriented towards the future. Strategy is a statement that directs how each individual can work together in an organization, in an effort to achieve the goals and objectives of the organization (Assauri, 2011). Thus, the strategy is a plan or provision used to achieve large or overall goals in the long term.

According to Fred R. David (2010) strategic management is the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals. The main benefit of strategic management is that it helps organizations formulate better strategies through the use of a more systematic, logical, and rational approach to strategy choice. The goal of strategic management is also to exploit and create new and different opportunities for long-term planning and seeking to optimize current trends for the future. Harrison et al. (2010) states that strategic management is related to competitive advantage. Strategic management focuses on a fundamental question: "how can organizations compete by creating a competitive advantage in the market, not only because they are unique and valuable but also difficult for competitors to imitate?" (Sampurno, 2011). According to Michael Porter, sustainable competitive advantage is not easy to imitate and cannot be obtained only through operational effectiveness. Sustainable competitive advantage can only be achieved through activities with a good strategy. Barney (1991) argues that sustainable competitive advantage can be achieved if the organization implements a value creating strategy. Organizations need to transfer meaningful value (benefits) to consumers beyond the value provided by competitors.

According to David (2010), strategic management offers the following advantages:

1. Enables identification, prioritization and utilization of emerging opportunities.
2. Provide an objective view of management issues
3. Present a framework for better coordination and control of activities.
4. Minimize the effects of unfavorable conditions and changes.
5. Enabling major decisions that can support goals have been better defined.
6. Allows for a better effective allocation of time and resources to pursue identified opportunities.
7. Allows the allocation of fewer resources to correct mistakes or make decisions.
8. Create a framework for internal communication between personnel.
9. Help integrate individual behavior into a collective effort.
10. Provides a basis for clarifying individual responsibilities.
11. Encourages forward thinking
12. Provide a cooperative, integrated, and enthusiastic approach to addressing problems and opportunities.
13. Encourage positive behavior towards change.
14. Creating discipline and formality in business management

### **Strategic Management Stages**

The strategic management process consists of three stages (Fred R. David, 2010):

1. Strategy formulation,
2. Strategy implementation, and
3. Strategy assessment.

### Journal Management

In principle, scientific journal management also refers to the concept and implementation of strategic management. Journal management at the faculty level is a derivative of strategic management that has been designed by the faculty. Thus, the scientific journal strategy is directed to achieve the targets set by the faculty. Journal management includes establishing a vision and mission, determining long-term, medium-term, and short-term targets, formulating strategies, and implementing strategy plans. The targets set for Journal of Paradigma are as follows:

1. Application of Online Journal System (OJS)
2. Management of e-ISSN
3. Increased interest in writing articles in Journal of Paradigma
4. Obtaining national accreditation
5. Indexed on international publication agencies.

### Empirical Overview

Previous studies are still very limited that examines journal management governance. The following is a summary of the results of previous studies as follows:

Table 1. Results of Previous Research

No.	Researcher Name (Year)	Journal Article Title		Conclusion
1.	Masrek dan Yaakub (2015)	<i>Intention to publish in open access journal: the case of Multimedia University Malaysia</i>		Journal reputation, perceived benefits, topic relevance, career benefits have a relationship with the intention to publish in an open access journal.
2.	Putri (2018)	Determinan Kepuasan Penulis Terhadap Tata Kelola Jurnal Ilmiah	Tingkat	The determinants of the author's level of satisfaction with the governance of scientific journals include physical appearance, reliability, and article quality.
3.	Junandi (2018)	Pengelolaan Elektronik Perpustakaan Menuju Jurnal Terakreditasi	Jurnal Bidang	Management of scientific journals to achieve national accreditation requires effective and efficient journal management and management. The Journal Management and Management System must refer to the instruments and criteria required by national journal accreditation and international indexing institutions.

The roadmap of the researched area includes:

1. Research on factors that influence interest in publishing research results or original ideas in reputable scientific journals.
2. Journal of Paradigm SWOT Analysis.
3. Strategy Formulation Towards an Accredited Sinta Journal
4. International Indexed Journal Strategy Formulation
5. Action Plan for accredited and indexed journals.

## I. RESEARCH METHODOLOGY

Based on the research objectives, this type of research is applied research, namely research that formulates policy strategies to be applied in organizations. In the context of this research, the strategy will be applied to the management of Journal of Paradigma under the Faculty of Social and Political

Sciences, UPN "Veteran" Yogyakarta. This research approach is a mix-method, namely research that utilizes qualitative and quantitative data to conclude research results. This approach is relevant to obtain internal and external data for strategy formulation. The research location is at FISIP UPN "Veteran" Yogyakarta.

The informants of this research are stakeholders related to the management of Journal of Paradigma which includes elements of faculty management, research institute and community service, department managers, FISIP lecturers, founders and administrators of Journal of Paradigma, FISIP students, educational staff, and other parties relevant to this research. Data collection methods in this study were using open questionnaires, in-depth interviews, FGDs, and documentation. Triangulation is used to test the validity of the data obtained. Data analysis used descriptive analysis method by describing the data obtained from the field related to the problems raised in this study and then drawing conclusions using the SWOT analysis method (David, 2010).

## **FINDING AND DISCUSSION**

### **Strategic Issues**

Strategic Issues are conditions or things that must be considered or put forward in the preparation of strategies for developing the Journal of Paradigma of FISIP UPN "Veteran" Yogyakarta with the characteristics of being important, basic, urgent, long-term and determining the objectives of the Journal of Paradigma.

#### **1. Globalization**

Globalization has opened up narrow information to be broad and even without limits. In the academic field, academics can obtain fast and accurate information and literature. Globalization allows researchers to publish their research results quickly through electronic media. The breadth of this literature is able to provide comprehensive information. The research results can be immediately applied in the community so that the research results provide broad benefits for the community.

#### **2. Industrial Revolution 4.0**

The era of the Industrial Revolution 4.0 was marked by the role of technology taking over most of the community's activities. Communication and information technology increases connectivity, interaction, boundaries between humans, machines and other resources increasingly converge. The fourth industrial revolution is marked by the optimal use of information and communication technology, not only limited to the production process, but also throughout the industrial chain so as to produce a new digital-based business model. All of these processes create high efficiency and higher quality products. In the field of publishing, information technology makes it easier for managers, writers, and readers to take advantage of the results of thoughts or research. Readers can access reputable journals on paid or free pages. Writers can also take advantage of technology to quickly send articles to their intended journals.

#### **3. Internationalization of Higher Education**

There are four key pillars to internationalize higher education, namely research quality, teaching quality, graduate employability, and international outlook. Therefore, universities are expected to be able to play a key role in responding to changes quickly and being able to use resources efficiently and effectively in order to carry out the higher education process to produce graduates who are characterized, intelligent and skilled in advancing science and technology. Currently, many higher education rating agencies are based on higher education performance. One aspect of the assessment is the number of articles produced by the lecturer and the number of citations. Therefore, professional journal management is important to do.

#### **4. Quality Based Management**

The implementation of higher education quality assurance is an obligation for all educational institutions as stipulated in Law Number 20 of 2003, concerning the National Education System and Government Regulation Number 19 of 2005 concerning National Education Standards. One aspect

that is assessed is research and research outputs. The published research results of lecturers are important for UPN "Veteran" Yogyakarta. Therefore, UPNVY needs to provide reputable journals to facilitate lecturers' research results.

### Strengths and Weaknesses

Based on the data obtained, it can be seen that the Internal Factor (IF) is as follows:

1. Strengths
  - (1) The Journal of Paradigma is well known in the academic world because it has been published for quite a long time.
  - (2) Journal of Paradigma is published by an institution that has high credibility, namely the Faculty of Social and Political Sciences, UPN Veteran Yogyakarta.
  - (3) Journal of Paradigma already has ISSN
  - (4) This journal is managed by a team with high commitment and integrity
2. Weaknesses
  - (1) Journal of Paradigma has not been accredited
  - (2) Journal of Paradigma has not been indexed
  - (3) Publishing Journal of Paradigmas is not consistent in time
  - (4) Journal of Paradigma has a cover that changes
  - (5) Journal of Paradigma has not met all the criteria as an accredited journal
  - (6) Some Journal of Paradigma reviewers do not have a Scopus ID ID
  - (7) Journal of Paradigma does not yet have an e-ISSN
  - (8) The theme of this journal is less specific
  - (9) The participation of writers from outside the institution is still less than that of writers from internal institutions
  - (10) This journal is not promoted to other campuses

### Opportunities and Threats

Based on the data obtained, it can be seen that the External Factor (EF) is as follows:

1. Opportunities
  - (1) Increasing academic atmosphere so that academics are encouraged to write scientific articles in journals.
  - (2) Articles in journals are a requirement for functional promotion.
  - (3) Articles in journals are a requirement for lecturers' performance.
  - (4) Some managers of majors (S1, S2, S3) have required articles as a compulsory graduate output.
  - (5) The number of research grants that require the output of scientific articles.
2. Challenges
  - (1) Some institutions require accredited journals
  - (2) Many similar journals have been accredited by Sinta.
  - (3) The journal accreditation requirements are quite heavy

### Mapping the Strengths and Weaknesses of Journal of Paradigma

**Table 2. SWOT mapping**

Key Internal Factors	Key External Factors	Resultant Strategy
(1) Journal of Paradigma is well known in the academic world because it has been published for quite a long time.	Academic atmosphere so that academics are encouraged to write scientific articles in journals	SO Sinta Accreditation and International Indexation gradually
(2) Journal of Paradigma is published by an institution that has high credibility, namely the Faculty of Social and Political Sciences, UPN Veteran Yogyakarta.		

Key Internal Factors	Key External Factors	Resultant Strategy
(1) Journal of Paradigma has not been accredited (2) Journal of Paradigma has not been indexed	Articles in journals are a requirement for functional promotion	WO Expanding information about Journal of Paradigma
(1) The Journal of Paradigma is well known in the academic world because it has been published for quite a long time. (2) Journal of Paradigma is published by an institution that has high credibility, namely the Faculty of Social and Political Sciences, UPN Veteran Yogyakarta.	(1) Some institutions require accredited journals (2) Many similar journals have been accredited by Sinta. (3) The journal accreditation requirements are quite heavy	ST Improving Management Ability in Journal Accreditation
(1) Journal of Paradigma has not been accredited (2) Journal of Paradigma has not been indexed (3) Publishing Journal of Paradigmas is not consistent in time (4) Journal of Paradigma has a cover that changes (5) Journal of Paradigma has not met all the criteria as an accredited journal (6) Some Journal of Paradigma reviewers do not have a Scopus ID (7) Journal of Paradigma does not yet have an e-ISSN	(1) Many similar journals have been accredited by Sinta. (2) The requirements for journal accreditation are quite heavy	WT Collaborating with other accredited journal managers

### Journal of Paradigma Achievement Strategy

Based on the mapping of internal factors and external factors, strategies for achieving Journal of Paradigma can be formulated, as follows:

1. Sinta Accreditation and International Indexation gradually.
2. Expanding Journal of Paradigma information.
3. Improve Management Ability in Journal Accreditation.
4. Cooperating with other accredited journal managers.

### Implementation of the Journal of Paradigma Achievement Strategy

The implementation of the Journal of Paradigma strategy can be presented in the following table:

**Table 3. Strategy Implementation**

No.	Strategies	Implementation
1.	Sinta Accreditation and International Indexation gradually	- Manage online journal system (OJS) - Completing internal and external reviewers - Registering Journal of Paradigmas to National and International Indexers
2.	Expanding Journal of Paradigma information	- Offering Journal of Paradigma to internal and external Lecturers and Researchers Peneliti - Make a call for paper - Make Seminar & Call for Paper activities
3.	Improving Management Ability in	- Accredited journal management workshop

No.	Strategies	Implementation
	Journal Accreditation	- Journal Writing Workshop for Managers
4.	Collaborating with other accredited journal managers	- Open collaboration with journal managers - Open cooperation with indexing proceedings

## CONCLUSION AND FURTHER RESEARCH

Based on strategic issues, internal factors, and external factors, a strategy for achieving Journal of Paradigma can be formulated including: (1) accreditation of Sinta and International Indexation in stages; (2) expand information on Journal of Paradigma, (3) improve the ability of managers in journal accreditation; and (4) collaborate with other accredited journal managers.

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