

## **Unlocking Opportunities: Learning Beyond Experience Trough Benchmarking from UMT to UAD**

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### **Abstrak**

Benchmarking adalah kegiatan pendidikan yang bertujuan untuk membandingkan berbagai aspek dari dua atau lebih institusi, seperti sekolah, universitas, atau lembaga pendidikan lainnya. Mahasiswa dari Universitas Muhammadiyah Tangerang dan Universitas Ahmad Dahlan Yogyakarta berpartisipasi dalam kegiatan ini. Mahasiswa mengikuti workshop dengan judul "Membangun Relasi dan Saling Memberi Pengalaman untuk Meningkatkan Kinerja Keterampilan Berbahasa Inggris" selama studi banding ini. Peneliti menjelaskan kondisi sosial dan budaya Yogyakarta dengan menggunakan observasi. Yogyakarta sebagai kota wisata dan kota pelajar mengakibatkan banyak perbedaan bahasa dan budaya yang timbul akibat kehadiran pendatang dan wisatawan yang berkunjung. Meski terdapat banyak perbedaan budaya, bahasa, dan suku, namun baik penduduk lokal maupun wisatawan tetap saling menghormati budaya dan cara berbudaya masyarakat Yogyakarta.

Kata kunci : Budaya dan masyarakat, fasilitas, Studi Banding

### **Abstract**

Benchmarking is an activity in education that is carried out to compare various aspects of two or more institutions within an educational institution, be it a school, university or other educational institution. The activity was carried out by a group of students from Muhammadiyah University, Tangerang, and Ahmad Dahlan University, Yogyakarta. In this comparative study activity, students took part in a workshop with the theme "Building a Relationship and Giving Experience for Each Other to Improve English Skill Performance". Using the observation method, the researcher explains the social and cultural in Yogyakarta. Yogyakarta is a popular tourist destination and university town, which leads to a wide range of linguistic and cultural variances brought about by the city's large immigrant and visitor populations. Both locals and visitors respect each other's culture and the way the people of Yogyakarta are cultured, despite the stark disparities in language, ethnicity, and customs.

**Keywords:** Society-cultural, facilities, benchmarking.

### **INTRODUCTION**

Universities are establishments of higher learning that often concentrate on research and provide a range of academic programs, including master's, doctorate, and bachelor's degrees. Universities aid in job preparation and societal contribution. They offer postsecondary education that equips graduates with the know-how and abilities needed to be successful in a range of professional domains. Because they hire professors and researchers to teach and conduct research, universities play a significant role in the formation of knowledge and culture. This helps us grasp a wider range of subjects. Universities are frequently venues for intellectual discussion and exchange. This facilitates intellectual growth and participation in academic discourse between lecturers and students.

Every university has a unique approach to education. This covers instructional strategies, curriculum approaches, and cultural approaches. Comparative study activities are conducted amongst universities in Indonesia because each university's learning system differs from the others. The purpose of this is to ascertain and contrast each university's learning systems. Furthermore, comparison analyses were conducted in order to assess each university's performance and make adjustments.

According to Husein 2019 in (Purwanto, 2022) benchmarking is a way of learning that involves experiences in a different environment and is often done to enhance quality, expand business scope, improve systems, establish new policies, or reform legal regulations, among other things. Benchmarking is also a process of acquiring data that can be compared with the place or institution we possess. This activity involves a group interested in visiting or evaluating a specific object within a relatively short period. Benchmarking can also be utilized to compare the conditions of the study object in a different location with the situation in their original location. The results of this activity provide valuable data for information and reference in formulating desired concepts.

When doing a benchmarking, we will certainly see sociocultural differences that differ from the daily lives we usually live. These sociocultural differences can help us learn more broadly. Culture is a combination of various knowledge, beliefs, art, moral rules, laws, traditions, and ways of life practiced by a group of people. It can also be interpreted as a collective result, feelings, and creations of society. According to Melalatoa (1997) in (Yoga, 2019), he explained in his book that Culture is a set of ideas or a system of concepts that serve as a standard for social behavior in a society. Piety, self-respect, harmony, order, mutual cooperation, consensus-building deliberation, hard effort, harmony, togetherness, respect, and so forth are a few of these qualities.

Therefore in this article the researcher try to tell the readers about benchmarking activities between student of University of Muhammadiyah Tangerang and University of Ahmad Dahlan Yogyakarta. The goal of this comparison study exercise is to gain more understanding by contrasting Ahmad Dahlan University's campus amenities, sociocultural environment, and educational program. In addition, students from both campuses participated in a lecture titled "Building Relationships and Giving Each Other Experiences to Improve English Language Skills Performance" throughout the activity. As a result, we will go into deeper detail about the academic benchmarking program between University of Muhammadiyah Tangerang (UMT) and University of Ahmad Dahlan Yogyakarta (UAD), covering the advantages for students as well as sociocultural and attitude differences as well as variations in campus amenities. The researchers will find out what the social and cultural interactions are in Yogyakarta which are of course different from the interactions of society in Tangerang. Besides, the researchers to know the social culture of the local community, the facilities provided by the campus to students in UAD.

## **THEORITICAL REVIEW**

### **1. Benchmarking**

Engaging in benchmarking activities carries a notably positive significance and intention. The formulation, assessment, and enhancement of policies should be informed by the findings of comparative analyses conducted on institutions and regions that exhibit advantageous qualities. The outcomes

of these comparative studies ought to serve as educational resources and contribute to the enhancement of performance and the refinement of processes and outcomes in previously conducted activities. According to Tadjab 2016 in (Purwanto, 2022) explained that a benchmarking, also known as "a Comparative Study" in English, involves the analysis of two or more things to identify both their similarities and differences, as per its fundamental definition.

According to Goetsch 1997 in (Wince, 2018) explains that benchmarking is a technique to regularly compare and measure an internal organization with organizations that are either inside or outside the firm organization and that have a better class. Another definition of benchmarking from Tjiptono 2002 in (Wince, 2018) said that Benchmarking is a methodical and ongoing process of measuring, specifically comparing an organization's business operations across time to gather data that will support the organization's attempts to enhance performance.

In this instance, benchmarking activities are those that are conducted in an educational setting with the goal of fostering positive relationships amongst educational institutions. From this benchmarking exercise, each educational institution will know what might be utilized as a guide to raise the value of education in their own institutions. It is implemented in accordance with how each educational institution uses the learning process to increase its efficacy.

Benchmarking endeavors are undertaken by interest groups through visiting or convening with specific prearranged subjects within a relatively brief timeframe. The aim of conducting such activities is to enhance quality, expand business operations, refine systems, establish new policies, and more. In this context, benchmarking has three important aspects. (1) acknowledge that may have weaknesses or things that need improvement. (2) appreciate and recognize the strengths and virtues of others. (3) have a strong determination to improve our shortcomings and become better than before. Therefore, it can be concluded that comparative study is a process in which we learn from others to become better. It involves acknowledging our weaknesses, appreciating the strengths of others, and having the determination to improve ourselves. Comparative study also serves as a way of learning through experiences in a different environment and is often conducted for the purpose of improvement and positive change.

## 2. Purpose of Benchmarking

Benchmarking is the process of comparing and assessing an organization's performance or practices against those of other businesses that are regarded as leaders or models in the same industry. As a result, in order to prepare for performing a comparative study, an internal assessment and self-evaluation of the progress that will be developed and improved must be completed. Finding as much information as feasible that can be gained technically, concretely, and experimentally is the primary goal of doing a

comparison study. The data from comparative studies can also be utilized as a barometer and a comparison, which can subsequently be used as input to identify relevant updates or innovations for both long- and short-term planning (Purwanto, 2022).

In this case, the purpose of benchmarking in education according to (Lubis, 2016) can be stated as follows:

- 1) A thorough comparison will motivate us to consider similar, long-term processes at our rivals' (or peers') businesses, which may be more successfully implemented and produce output or results of higher caliber.
- 2) Benchmarking can be used to obtain a shortcut to the desired outcome. For instance, it can save a lot of money, speed up the learning process, and lower the likelihood of failure by allowing us to learn from the careless mistakes and failures of others.
- 3) Finding the key or the secret to success and then improving it is what benchmarking entails when applied to firms that engage in benchmarking.

At its core, a comparative study involves acknowledging the strengths of other individuals or parties and utilizing these strengths as educational resources. The knowledge gained from such comparisons is meant to be implemented within the organization or region itself. Consequently, it can be deduced that comparative study initiatives, organized by interest groups, involve visiting or engaging with prearranged subjects over a brief period. The primary purpose is to assess the conditions of the research subject in different locations compared to those in one's own region. The outcome is a dataset that can serve as informative reference material for shaping the desired concept.

### 3. Types of Benchmarking

When benchmarking is used, a process of comparing one firm to another is really used to gather data and information on the operations of the companies being compared, as well as their benefits and drawbacks. Consequently, three categories of benchmarking according to (Wince, 2018) :

#### 1) Internal Benchmarking

Internal benchmarking, or contrasting how one internal component of an organization operates with other internal components. Internal benchmarking comparison is the term used to describe within benchmarking one organization. When all pertinent data is gathered from one source and compared, internal benchmarking yields comparisons with extremely high precision. Of course, there are disadvantages as well. For example, even while the organization has the chance to achieve world-class performance, its own success will be comparatively lower than if it seeks for outside partners. Change is frequently the result of internal benchmarking quickly and effectively.

#### 2) External Benchmarking

Comparing an organization with another organization that is similar or identical is known as external benchmarking. A comparison pair could consist of direct rivals or comparable companies catering to distinct

markets. There are numerous advantages to this activity, including identifying an equivalent educational institution by considering the disparities in potential between the two parties. Because educational institutions typically have long-distance comparisons to utilize as a reference when implementing external benchmarking, this is one of its qualities.

### 3) Functional Benchmarking

Similarity at that degree at this frequently has to do with particular tasks or duties carried out by an organization. Other phrases that are occasionally employed are generic terms benchmarking, where "unlabeled" is meant to be implied by the word generic. This illustrates the fundamental tenet of functional benchmarking, which is to use excellence as the benchmark whenever it can be discovered. To put it briefly, functional benchmarking is provides the chance to become world-class. Businesses and establishments that have succeeded enthusiastic about comparing differences in functionality as the benchmarking process' "core."

## 4. Society and Culture

According to Kistanto (2011) conversations concerning society and culture, or culture and society, are often contentious, particularly in the scientific study of humanity, human relations, and human-human relations, society and culture, sociology, social anthropology, and anthropology of culture, as well as other social and human sciences, including biology and ecological systems. In addition, it is due to the internal changes and transformations that take place in one's own society and cultural practices that meanings, understandings, and concepts related to society and culture have become a topic of discussion and attention over time.

"The system of relationships that binds people who have similar cultures together is referred to as society." There could be no culture without a civilization. However, without culture, no society could function. We wouldn't be "human" at all in the traditional meaning of the word without culture. Not only would we lack self-awareness and language, but our capacity for thought and reasoning would also be significantly hindered ( Kistanto, 2011).

In order to meet the needs of society in carrying out and developing its social and cultural life, it is said that the socio-cultural system is a combined system of social systems and the cultural system. As a result, it becomes a social system that includes the social relationships through which humans in society produce and develop cultural elements.

## 5. Benefits of Socio-culture

Faudi (2020 ) said in his book that, a culture is not solely the product of human ideas; it also results from interactions between people and their natural

surroundings. This is where a dialectic arises: culture is here because humans made it, and humans live inside the culture they produced. Thus, as long as humans live, culture will likewise exist. Faudi (2020) also said that there is several benefits of socio-cultural, such as:

- 1) Able to foster peaceful interactions between individuals and groups.
- 2) Helps people live in groups more easily by educating them about the customs of the group.
- 3) Help identify, research, and provide substitute solutions for societal issues.
- 4) Provide awareness, a constructive outlook, and the ability to make effective use of the living space.
- 5) Raise awareness of humans as social beings dependent on one another and unable to survive alone.

Benefits from a sociocultural perspective differ based on the situation and the way culture is used in daily life. Notwithstanding these advantages, it is crucial to protect cultural diversity, appreciate it, and make sure that its influence isn't applied unfairly or to discriminate against other groups.

#### 6. Language as a Cultural Identity

Language is an integral element of culture and is often considered a dominant one. It serves as a means of communication among individuals within a community, consisting of sound symbols produced by humans. The understanding of language encompasses two aspects. First, it involves the production of sounds through speech organs and the meaning embedded within the sequence of these sounds. These sounds are vibrations that stimulate our auditory senses. The second aspect pertains to the meaning or content contained in the sequence of sounds, which triggers responses to what is heard. This sequence of sounds is subsequently referred to as speech patterns (Devianty,2017).

According to Chaer, 1994 in Devianty,2017 language is an arbitrary system of sound symbols used by individuals in social groups to collaborate, communicate, and identify themselves. Therefore, it can be said that language is a communication tool that employs sound symbols produced by humans within a community. The understanding of language encompasses two aspects: sound production and the meaning embedded in the sequence of sounds, as well as the ability to stimulate auditory senses and evoke reactions to what is heard.

Javanese is one of the regional languages spoken by the population, especially in the areas of East Java, Central Java, and Yogyakarta. Javanese language plays a significant role in the lives of the Javanese people as it reflects their rich cultural values. The close relationship between the Javanese language and Javanese culture is evident. As a result, the Javanese language has specific standards of politeness and criteria that include proper speech and word choice, along with non-linguistic factors such as body movements, tone of voice, and facial expressions.

In everyday communication, there is a trend of using the Indonesian language without considering the response of their conversational partners, even though the conversational partners continue to use Javanese. Furthermore, Indonesian is often used as an additional language in informal situations, such as in government offices and schools. The spread of the Indonesian language in Yogyakarta did not occur due to migration bringing together two different language-speaking groups,

but rather because of Javanese speakers who are bilingual. Currently, there is a stronger trend towards bilingualism (Indonesian > Javanese) in the process of learning Javanese among the people of Yogyakarta. The younger generation tends to be less motivated to master the Javanese language well, leading to a lack of confidence in using Javanese in formal situations. The majority of Yogyakarta's population utilizes Javanese, a language known for its politeness, refinement, and low tone, as their daily language (Oktaviyanti, 2013).

In conclusion, a profound understanding of a culture can be achieved through an understanding of its language. Everything conveyed in a language, except for universally accepted knowledge, is related to elements in the language's culture. Therefore, learning a specific language is necessary if we want to gain a deeper understanding of the culture or society that uses that language.

#### 7. The University of Ahmad Dahlan, Yogyakarta (UAD)

The University of Ahmad Dahlan, Yogyakarta (UAD) is located in the Indonesian city of Yogyakarta. As a division of Yogyakarta's Muhammadiyah Teacher Training and Education Institute (IKIP), UAD was founded in 1994. Giving the community access to higher education is the establishment's main goal, especially in the field of teacher education. Observatory: The UAD observatory formally opened on August 11, 2023. This observatory is located on the main UAD campus, which is located on Jalan Ring road Selatan in Yogyakarta.

Ahmad Dahlan University has historically provided higher education, especially in the field of teacher preparation. The observatory at UAD is also open to members of the academic community, the general public, and students in kindergarten through high school. In order to provide visitors with an overview of the observatory, other universities have also visited UAD. Ahmad Dahlan University has a Muhammadiyah museum as well. In order for us to benefit from our collective knowledge, the Muhammadiyah Museum was also established to preserve historical artifacts and use them to document previous events through exhibition in ways that are both educational and communicative.

### RESEARCH METHOD

According to Arikunto 2016 in (Joesyiana, 2018) observation involves the gathering of data or information through direct efforts made at the location under investigation. The observation method in research refers to a data collection strategy where the researcher directly observes and records the behavior, events and phenomena observed at the research location. This process involves direct observation of the object of study, but often does not involve direct intervention or interaction with the object or phenomenon being observed.

According to Sugiono (2010) stated that " In the qualitative research, the research instrument is the research itself. In other words, In order to get more accurate, complete and systematic data the researchers observed directly on the spot by writing any information provided by the head of English Program Study of UAD and the tourist guide during our city tour. On September 23rd, 2023, a team of researchers conducted observations at Ahmad Dahlan University, situated at 9 Cotton Street, Semaki, Umbulharjo, Yogyakarta City, Special Region of Yogyakarta, 55166.

There are direct observations in the campus environment and local area. Namely classroom and practice room facilities for English language education students at Ahmad Dahlan University, Yogyakarta. These observations were intended to serve as a comparative reference for assessing differences in facilities and socio-cultural aspects between Ahmad Dahlan University (UAD) and Muhammadiyah Tangerang University (UMT). In order to analysis the data the researchers used descriptive analysis, the

first describe The places and facilities that the researchers visited and the second step analysis the culture and society in Yogyakarta.

## RESULT AND DISCUSSION

### Benchmarking in UAD

In benchmarking efforts, facilities offered by Ahmad Dahlan University to enhance learning are also a concern. This is reinforced by the fact that UAD offers all required courses for the study program in English education. The curriculum for the UAD English Language Education Study Program was created using the Active, Gentle Learning, Skills Integration, and Results-Based Education (OBE) concepts. It was then modified to meet the requirements of the Indonesian Nationality Qualifications Framework (KKNI). Students who complete this curriculum will be ready to compete in the current Industry 4.0 era. Every semester, the UAD English Language Education Study Program also considers Al-Islamic content to be significant. The English Language Education Study Program at UAD requires students to complete a minimum of 145 credits, which are broken down into required and elective courses (Quipper, 2022).

The curriculum of the UAD English Language Education Study Program aims to take into account each student's unique interests and skills in relation to the program's vision and mission. As a result, the specialization is linked to multiple courses: Journalism, Teaching English to Young Learners (TEYL), Translation, Tourism. The four laboratory facilities also assist the students' interest. It is envisaged that graduates of the UAD English Language Education Study Program will pursue careers as professional English teachers and offer value.

#### 1. Tourism Laboratorium

The tourism lab is to be used as a PBI communication basecamp.



Figure 1 Teaching English for Young Leaners (TEFYL) Laboratory

2. TEFYL : The Laboratory for Teaching English to Young Learners. Students completing their TEFYL practicum visited the TEFYL Lab because it contained toys arranged next to books, whiteboards, tables, and books that had been provided so that students could readily read the books to teach children.

#### 3. Translation Laboratory

Courses offering translation practicums use the translation lab. The person in charge of the translation practicum lab will assist you if you run into any problems translating something. The translation lab room has a table, a sofa; so the student can use it for reading books, a cabinet filled with books, a computer as a tools for translation.

#### 4. The Journalism Room



The Journalism room is used by students to create news about campus activities. Inside there is a podcast room which is used to create podcasts which are usually uploaded to their YouTube account.

#### 5. Lecturer Room

There is a hallway across from the lecturer's room for the other study program before you enter the PBI lecturer's room. This room appears to be very roomy, cozy, and well-organized. With several professor chairs and tables arranged in extremely orderly rows. The lecturer's name and identification number are written on each box-shaped barrier wall. Aside from that, students are permitted to advise on theses in the lecturer's allocated room.

#### 7. The Self-Access Center (SAC)

This area was designed to allow students to have full access to anything in the space. This space is typically utilized for meetings with organizations, completing homework, socializing, and transitioning between tasks. This area includes one computer, a bench, and two bookshelves—one large and one small—all given by PBI UAD.

#### 6. Muhammadiyah Museum

Apart from that, at Ahmad Dahlan University Yogyakarta there is a museum containing historical relics of Muhammadiyah. The museum is called the "Museum Muhammadiyah". Contains the history of Muhammadiyah. Students have the opportunity to visit this museum to find out more about how Muhammadiyah was formed since the beginning of the 20th century. The technology used in this museum is very high. Where using Augmented Reality or AR.



Figure 3 Museum Muhammadiyah

### **Socio-culture in Yogyakarta**

Yogyakarta is one of the leading tourist destinations in Indonesia and also holds special status as a distinct region. As a tourist destination, Yogyakarta boasts various unique features, including the presence of cultural heritage sites. The city of Yogyakarta diligently preserves its rich cultural heritage and is rightfully recognized as a center of traditional Javanese cultural wealth. Yogyakarta is renowned as a culturally rich city, where its residents strongly adhere to Javanese customs in their daily lives, encompassing ethics, etiquette, norms, and language. Local languages reflect refined cultures. Today, languages should not be underestimated. Often, individuals who experience new cultures are linked to language difficulties, which can be a significant barrier when adapting to new environments. The lack of proficiency or understanding in a language is common and can result in culture shock.

Yogyakarta's growth as a tourism destination has resulted in the creation of numerous new tourist destinations with views of the sea and mountain tops. Social

relationships among residents outside of Yogyakarta are similarly influenced by the quantity of housing they occupy. In addition, the researcher who specializes in tourist guides stated that the vendors in the Yogyakarta tourism area are not locals at this time. However, there are also immigrants who work and compete with the locals of Yogyakarta. In this instance, researchers can see the following social and cultural exchanges in Yogyakarta:

- 1) Despite speaking different languages, there are no barriers to communication between locals and visitors. Similarly, local vendors and migrant vendors use Indonesian as a common language for communication.
- 2) Local residents and immigrants, especially children, still maintain good friendships even though they have different ethnicities, languages and cultures.
- 3) Yogyakarta locals continue to value mutual cooperation, not just in terms of hygiene but also in terms of mutual cooperation.
- 4) When tourists meet people, they both read each other's attitudes and behavior with others so they can learn about other customs and cultures and try to respect each other's differences which exists.
- 5) The high concentration of foreigners in Yogyakarta, aside from Indonesian nationals, may also have an effect on the city's social culture. To draw in more visitors, there is a café that was styled after a nightclub. Nonetheless, respecting one another's culture is possible between natives and visitors.

Yogyakarta is also known as a student city in addition to being a popular tourism destination ( Devinta, Hidayah, Hendrastomo (2015) where a large number of students move to Yogyakarta from their hometowns. Language and cultural barriers will have an impact on how people connect at first. Language and cultural barriers will have an impact on how people connect at first. Nonetheless, academics can determine whether natives and immigrants respect one another's cultures equally based on the findings of observations. Their disparities in language do not stop them from speaking. Since they speak Indonesian Devianty, 2017) claims that one of Indonesian's roles is that of a language of unification, i.e., a language that helps bring Indonesia's many tribes together. There are numerous tribes in Indonesia, and they all speak different languages and dialects. Thus, Indonesian plays a significant role in bringing all these tribes together. They will make an effort to interact and be polite to their hosts despite the fact that they do not speak the same language.

It can be concluded that harmonious, peaceful, secure, and free from conflict are preserved in Javanese society. Respect each other is necessary to establish social relationship with each other or among member of the group. This indicates that there are moral standards that govern and set boundaries for how one should act toward others, such as in a child's interactions with their parents and peers. The Javanese people have earned a reputation as a kind, and polite tribe thanks to the ideals of harmony and mutual respect that are demonstrated in daily life. The Javanese are a closed tribe as a result of these principles, and they also find it difficult to be open.

## CONCLUSION

The information gathered leads one to the conclusion that each university may benefit from the benchmarking efforts undertaken. Muhammadiyah University Tangerang and Ahmad Dahlan University Yogyakarta provide distinct curricula.

Additionally addressed by the variations in the various specialist courses is this distinction. Specialty courses at UAD have facilities with dedicated classrooms to enhance learning. Enhancing the learning system is another rationale for doing this, as it will raise the UMT English education program's certification.

Subsequently, Yogyakarta's social culture as a tourist destination and a university town draws visitors from beyond the city. Cultural, linguistic, and linguistic barriers don't stop people from mingling socially and talking. Immigrants and locals alike respect one another's cultures, particularly the culture of the city of Yogyakarta.

In conclusion, the collaboration between Universitas Muhammadiyah Tangerang and Universitas Ahmad Dahlan serves as a successful model for promoting academic benchmarking and cross-cultural partnerships in higher education. These initiatives should be promoted more widely, as they can help students become more globalized and better prepared to face the challenges of the 21st century. In order to facilitate more effective and inclusive collaborations across borders, universities must be willing to adopt innovative approaches, such as academic benchmarking, that not only improve student learning outcomes but also promote diversity and inclusiveness.

### **SUGGESTION**

The researchers anticipate that this paper will help readers with the benchmarking that Muhammadiyah University of Tangerang has been holding. The amenities at Ahmad Dahlan University and Muhammadiyah University Tangerang differ from one another. such as Ahmad Dahlan University's (UAD) many, comprehensive, and state-of-the-art practice rooms and classrooms, which enable the university's teaching and learning activities to be completed. Additionally, it is hoped that Muhammadiyah University of Tangerang will be able to establish practice areas in the future, such as PBI, to be more suitable and enthusiastic about learning. The social culture there can also be used as a very good example because the locals are welcoming and make benchmarking at the university comfortable for students.

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