

FROM SONG TO LOYALTY: HOW THE ANTHEM OF UNIVERSITAS TRUNOJOYO MADURA ENHANCES STUDENT ENGAGEMENT AND STRENGTHENS INSTITUTIONAL BONDS

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ABSTRACT

University anthems, as key elements in shaping the identity of higher education institutions, reflect the values and history of the university and enhance a sense of community. This study focuses on how the integration of traditional Madurese elements in the anthem of Universitas Trunojoyo Madura influences student identity and engagement. The knowledge gap lies in the actual influence of traditional music in enhancing student engagement and loyalty. A qualitative methodology was employed, involving in-depth interviews and lyrical content analysis of the anthem to uncover student perceptions. The primary findings suggest that the use of traditional Madurese music elements enhances student pride and engagement, strengthens institutional identity, and reinforces community bonds. The implications of these findings affirm the crucial role of arts and literature in facilitating social and communal engagement in academic settings, providing new insights for the development of educational strategies and university policies.

Keywords: university anthem, institutional identity, student engagement, traditional Madurese music, multicultural education.

INTRODUCTION

University anthems around the world have long been recognized as crucial elements in building and maintaining the identity of higher education institutions. According to Small (1998), these anthems are not just songs, but also significant means of communicating a university's values and history, as well as reinforcing a sense of unity and pride among students and staff. In Indonesia, the use of anthems by universities such as Universitas Trunojoyo Madura demonstrates how music can be integrated into campus life to reflect and celebrate the unique cultural and academic identity. This approach not only strengthens internal bonds but also enhances recognition and esteem from the broader community. Thus, the university anthem becomes more than a symbol; it serves as a strategic and educational communication tool.

This research on the anthem of Universitas Trunojoyo Madura addresses the specific issue of integrating local traditions in forming and communicating institutional identity through music. With globalization and cultural homogenization, the importance of maintaining local characteristics in university identity elements is increasingly relevant. Studies by Merriam (2002) show that cultural elements in university music not only strengthen internal identity but also attract interest and support from the local community, adding value in the competitive higher education landscape. Therefore, exploring how the anthem can affect student loyalty and engagement provides essential insights into the dynamics of tradition and modernity in academic environments.

Moreover, this issue is critical as it pertains to how higher education institutions manage and utilize their cultural assets to promote inclusion and diversity. An anthem that incorporates traditional Madurese elements with a contemporary musical approach creates a unique platform for multicultural education. Studies by Turino (2003) suggest that the integration of traditional music in modern institutional contexts can facilitate intercultural dialogue and enrich students' educational experiences. The impact of this practice extends beyond the campus to the broader community, strengthening the bridge between the university and its community. This research explores deeper into how music can be a vital tool in inclusive and sustainable education and communication strategies.

Research by Anderson and Smith (2018) titled "Cultural Identity and Educational Institution Anthems" in the *Journal of Musicology Studies*, found that educational institution anthems in the United States are often used as tools to reinforce institutional identity and traditions. They observed that the use of music in anthems often reflects and reinforces the cultural and academic values that universities aim to emphasize. This study concluded that music plays a significant role in shaping campus community perceptions and behaviors.

Research by Yamada (2019) published in the *Asian Journal of Music Education* titled "Integration of Traditional Elements in University Anthems in Japan: A Case Study" examined how universities in Japan integrate traditional Japanese elements into their anthems. The findings indicated that this integration not only enhances the uniqueness of the anthem but also boosts students' pride and attachment to the university. Yamada argued that the proper selection of musical elements could influence the effectiveness of an anthem in strengthening institutional identity.

In Europe, a study by Fischer and Weber (2020) published in the *European Journal of Cultural Studies* titled "Music as a Cultural Symbol in University Settings"

examined the use of music in academic events at European universities. They found that music is often strategically chosen to communicate the intellectual and cultural values upheld by the institution. This study emphasized that the selection of anthems and music at university events is often conducted with careful consideration of how these values will be perceived by a diverse audience.

This research addresses the specific issue of how the integration of Madurese traditions in the anthem of Universitas Trunojoyo Madura affects student engagement and loyalty. Unlike previous studies that focused on musicology or ethnomusicology in general, this research specifically explores the influence of an anthem containing local cultural elements on internal university dynamics. According to Anderson and Smith in their 2018 study, while many studies discuss institutional identity through music, few focus on its impact on student engagement. Therefore, this research fills a knowledge gap by highlighting the aspect of student engagement.

The methodology used in this research is a qualitative approach, involving in-depth interviews and content analysis of the anthem lyrics to understand student perceptions and experiences related to the university anthem. This method was chosen for its ability to uncover deep meanings and understand emotional nuances that cannot be captured through quantitative approaches. As expressed by Merriam in 2019, the qualitative approach allows researchers to gain a richer understanding of individual subjective experiences, which is crucial in studies related to identity and emotions.

This research is expected to yield new insights into how anthems with specific cultural elements can influence students' sense of engagement and loyalty to their university. The anticipated results include identifying the relationship between the use of local tradition elements in the anthem and increased student engagement, as well as how the anthem reinforces a sense of pride and communal identity among students. As emphasized by Fischer and Weber in their 2020 study, this understanding is essential for designing more effective communication and education strategies in the university context.

The main contribution of this research lies in its focus on the influence of university anthems on student engagement, an area that has been relatively underexplored in the existing literature. This research offers a new perspective in music and education studies by examining how traditional music elements can be utilized to strengthen institutional and cultural bonds in the context of universities in Indonesia. Thus, this research not only enriches academic literature but also provides practical recommendations for university management and policymakers in maximizing the potential of music as an educational and social integration tool.

The aim of this research is to deeply understand how the integration of Madurese tradition elements in the anthem of Universitas Trunojoyo Madura affects student engagement and loyalty. The researcher aims to explore the impact of the anthem in strengthening institutional identity and identifying the musical aspects that influence the sense of pride and solidarity among students. With this focus, the research will reveal how music, as a form of cultural expression, contributes to the formation and strengthening of social and cultural bonds in the context of higher education.

The research question to be answered in this study is: "How does the integration of traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura affect student engagement, and how does this influence their perception of the university's institutional identity?" This question is directly related to the research aim to understand the influence of music on engagement and institutional identity, as well as to identify specific musical elements that can strengthen these bonds.

The hypothesis to be tested in this research is that an anthem containing traditional Madurese music elements will have a significant influence on enhancing student engagement and strengthening institutional identity. Assuming that music can be a powerful communication tool, this research assumes that effective cultural integration through music can increase institutional cohesion and pride. According to studies by Hebert and Campbell (2000), music that effectively reflects the cultural values and history of a community tends to strengthen the sense of togetherness and loyalty among its members. This research will test how far this principle applies in the context of a university anthem with rich cultural characteristics.

RESEARCH METHOD

This research was conducted using a qualitative method to gain a deep understanding of the influence of the integration of traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura on student engagement and loyalty. Following the nature of descriptive analytic research, the primary focus is to systematically describe and analyze this influence. An empirical normative approach was chosen because it allows the research to combine empirical observations with the norms and values prevalent in Madurese society. According to Creswell (2014), this approach is effective for exploring phenomena in a rich social and cultural context.

The sources of data in this research come from journal reviews, documentation, and literature relevant to the use of music in institutional identities. Data were collected through document analysis that includes anthem lyrics, recordings of university events, and publications about similar practices at other institutions documented in academic literature. In-depth interviews were also conducted with competent sources. Expert opinions were drawn from various published studies to strengthen the analysis and interpretation of data. Bailey (2016) suggests that the use of various data sources enhances the reliability and depth of analysis in qualitative research.

The research locations chosen include four districts in Madura, namely Bangkalan, Sampang, Pamekasan, and Sumenep, because these areas have significant cultural wealth that is reflected in the traditional musical elements used in the anthem. The choice of these locations aims to understand the influence of local culture in a broader context and how it is interpreted and appreciated by students who come from or are related to these areas. According to Hoffman (2017), strategic location selection can provide broader insights into the influence of culture in the higher education context.

Data analysis was conducted through inductive methods, where data from various sources were collected and analyzed to identify patterns, themes, and relationships. This process involved categorizing data, synthesizing, and interpreting to draw conclusions about how the integration of traditional Madurese music elements affects institutional identity and student engagement. This approach aligns with recommendations from Maxwell (2012), who emphasizes the importance of inductive analysis in uncovering hidden meanings and nuances in qualitative data.

RESULTS AND DISCUSSION

The aim of the analysis in this research is to evaluate the influence of the integration of traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura on student engagement and loyalty. The findings provide important insights that answer the research question about how traditional music elements can influence students' perceptions of their university's institutional identity. By understanding this effect, this research helps reveal ways in which music can be used as a strategic tool in higher education to strengthen institutional identity and student engagement.

The research findings indicate that students who feel a strong connection with the traditional music elements in the anthem experience an increased sense of pride in their university. They report that the anthem is not just a song, but a reflection of cultural heritage that they consider important. Studies by Smith (2018) also found that the integration of traditional music in academic settings can enhance students' sense of belonging and satisfaction. These findings are consistent with the existing literature, affirming that music can be an effective tool for communicating and reinforcing cultural and identity values.

Moreover, the research found that students who frequently listen to the university anthem with Madurese elements feel a deeper connection to the university. This not only affects their engagement in campus activities but also increases their loyalty to the institution. According to Jones (2017), the presence of cultural elements in university anthems contributes to greater emotional engagement among students, which is an essential aspect in building long-term loyalty to educational institutions.

The use of the anthem with Madurese elements has also proven effective in encouraging discussions and activities related to Madurese culture on campus, demonstrating that music can facilitate student participation in a broader range of campus life. Research by Lee (2019) mentioned that culturally based activities have a positive impact on enhancing social interactions and learning among students. These findings confirm that the integration of traditional music in the anthem not only affects individuals but also social interactions in the university environment, which can enrich the overall student experience.

This research produced findings that students who have a strong connection with the traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura feel an increased sense of pride in their university. The research findings show that the percentage of students who feel prouder of their university after listening to the anthem compared to those who do not notice a difference. This indicates a significant increase in pride among students who are regularly exposed to the anthem. These findings support Smith's (2018) theory that the integration of cultural elements in academic settings can strengthen the sense of togetherness and satisfaction.

Furthermore, the research findings indicate that the frequency of listening to the anthem with traditional Madurese elements correlates with increased student engagement in campus activities. The research findings also indicate a comparison of participation levels in campus activities between students who frequently listen to the anthem and those who rarely listen to it. This suggests that students who frequently listen to the anthem tend to be more active in campus activities. Research by Jones (2017) indicates that the presence of cultural elements in university symbols, such as anthems, can enhance emotional and physical engagement of students with the institution.

Observations of discussions and activities related to Madurese culture on campus found that the anthem facilitates student participation in these activities. This shows the proportion of cultural activities conducted as a direct result of playing the anthem. This phenomenon indicates that most cultural activities on campus are triggered by the presence and playing of the anthem. This also suggests that the anthem not only strengthens cultural identity but also acts as a catalyst for cultural activities, consistent with Lee's (2019) findings that culturally based activities strengthen communities and enhance learning.

This research also found unexpected findings that non-Madurese students experienced an increased appreciation and understanding of Madurese culture through the anthem. This indicates that the anthem not only strengthens identity for students from Madura but also introduces and educates students from outside Madura about local cultural wealth. An explanation for these findings may be related to the power of music as a universal educational tool capable of crossing ethnic and cultural boundaries, in line with Maxwell's (2012) explanation of music as an effective educational medium.

These research findings provide an important contribution to understanding how the integration of traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura affects student engagement and loyalty. The results answer the main question posed in the Introduction regarding the effectiveness of traditional music in strengthening institutional identity and enhancing student engagement. Findings that students feel an increased sense of pride and engagement after being exposed to the anthem demonstrate the effectiveness of the anthem as a tool for communicating institutional values and traditions. This is consistent with research by Anderson and Smith (2018) that found that music in the context of educational institutions is often used to reinforce institutional identity and traditions.

Additionally, these findings contribute to the existing literature by showing that the influence of music is not limited to emotional and cultural aspects but also has practical impacts in enhancing student participation in campus activities. These findings add to the existing literature, such as Yamada's (2019) research, which shows that music can enhance student engagement in the Japanese context. Both studies collectively affirm that music is an effective educational and socialization tool, with the ability to reach across cultures and enhance social interactions in academic environments.

This research also found that the anthem has impacts that are not limited to Madurese students but also non-Madurese students, by introducing and educating them about Madurese culture. This phenomenon demonstrates the universality of music as an effective educational tool, which can enhance cross-cultural understanding and appreciation. This complements findings by Fischer and Weber (2020) that emphasize the role of music in facilitating intercultural dialogue and enhancing cross-cultural understanding in European university contexts.

The overall results from this research underscore the importance of considering music and cultural elements in designing educational programs and institutional activities. Through the implementation of anthems containing traditional elements, universities can not only strengthen cultural identity but also enrich the educational experience of students, providing new and relevant insights for the development of policies and practices in universities. This research proves that the integration of culture in institutional elements, such as anthems, can provide broad benefits,

including enhanced student engagement and the preservation of cultural heritage in higher education.

These research findings expand the current understanding of how music, especially university anthems containing local cultural elements, can strengthen institutional identity and enhance student engagement. This research challenges the traditional view that university anthems only serve as symbolic or ceremonial roles without significant practical effects. Instead, the results show that anthems with cultural elements can actively contribute to community identity and engagement formation. This aligns with research by Anderson and Smith (2018) that acknowledges the role of music in reinforcing institutional values, but this research further explores how specific local elements affect campus dynamics.

However, this research has some limitations that may affect the generalizability of its results. First, this research only involved four districts in Madura, which may not fully represent the perceptions of students in other regions or universities with different cultural backgrounds. Second, the qualitative approach used may be subjective and depends on the researcher's interpretation of the collected data. While this provides deep insights, the addition of quantitative methods could help measure the anthem's impact more broadly and objectively.

In terms of practical implications, these findings can be used by universities to design and promote anthems that not only function as songs of pride but also as tools for education and social integration. Universities could take the initiative to further integrate cultural aspects into the curriculum and extracurricular activities, strengthening the sense of ownership and engagement among students. This can strengthen the university's identity while enhancing coherence and solidarity among students and staff.

Therefore, it is important for future research to address these limitations by involving a larger sample and using mixed methodologies to combine the strengths of qualitative and quantitative analysis. Future studies should explore various geographical and institutional contexts to better understand how different cultural contexts affect the effectiveness of anthems in enhancing student engagement and loyalty. Thus, this research not only enriches academic literature but also provides practical insights that can be applied by higher education managers in developing and implementing effective student engagement strategies.

CONCLUSION

This research answers the question of how the integration of traditional Madurese music elements in the anthem of Universitas Trunojoyo Madura affects student engagement and loyalty. The main findings indicate that the use of traditional elements in the anthem significantly increases students' sense of pride and engagement with the university. Students feel more connected to a university that reflects their cultural values through music, indicating that anthems with local cultural components have a profound emotional and social impact.

The implications of these findings for theory and practice in the fields of arts and literature are significant. In theory, this research enriches the understanding of the role of arts in facilitating social and communal engagement in academic environments. In practice, these findings suggest that universities and other educational institutions can be more effective in enhancing student engagement by integrating relevant cultural aspects into institutional symbols such as anthems. This indicates that arts and

literature are not just for aesthetic appreciation but also important tools in community building and institutional identity.

However, this research has limitations that must be considered. The geographic focus limited to four districts in Madura may not reflect the situation at other universities with different cultural contexts. Therefore, future research could expand to various geographic and cultural contexts to assess the universality of the findings. Additionally, the use of a broader qualitative approach and quantitative methods could provide a more comprehensive understanding of how various cultural elements in university anthems affect students differently. This research suggests the need for further studies to explore the interconnections between arts, culture, and education in various higher education settings.

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