

PROCEEDING

2nd International Seminar on Psychology



Empowerment of Human Resources
Local Wisdom In A Psychological Perspective Towards
Industrial Revolution 4.0

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FOREWORD

Assalamualaikum warahmatullahi wabarakatuh.

All the worship and praise of Allah Almighty for all his grace and blessings so that the international seminar with the theme " **Empowerment of Human Resources Local Wisdom In A Psychological Perspective Towards Industrial Revolution 4.0**" can be held. This International Seminar is a manifestation of the role of Psychology Faculty of Muhammadiyah University of Purwokerto in developing the repertoire of Psychology, especially the application of psychology in individual and community empowerment, in line with the intended vision. Through this International seminar is also expected be a medium for sharing ideas related to psychology in particular and individual and community empowerment in general. The sharing of this idea is expected to be a link in increasing individual and community empowerment towards better society.

Our thanks to the Rector of Muhammadiyah University of Purwokerto for all support in the implementation of this international seminar. Our greatest thanks to all the International Seminar organizers who have worked hard for the realization of this seminar. To all stakeholders we thank you for the positive contribution. To all the participants of this seminar, we thank you for the participation, accompanied by apology if there is a shortage in the implementation.

May AllahSWT bestow all His blessings on all our toil. Aamiin.

Wassalamualaikum warahmatullahi wabarakatuh

Purwokerto, Apri 27th 2019

Dean,

Retno Dwiyaniti, S.Psi., M.Si

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PROMOTING SUSTAINABLE DEVELOPMENT THROUGH COMMUNITY-ENGAGED WORKFORCE DEVELOPMENT

Shukran Abdul Rahman
International Islamic University Malaysia

ABSTRACT

This paper highlights the roles of university as a centre which develops individuals and society by equipping them with necessary competencies. The paper also discusses the roles of university in relation to the Sustainable Development Goals, best carried out through community engaged activities. The paper presents the three functions of universities, namely the University Intellectual, Educational, and Social Functions. The functions can be collectively accomplished through the involvements of professional community, learned community, learning community, and community at large. The paper sheds lights on the way forward to design activities that could nurture the academic and student community to participate in community engagement activities.

Keywords: *Development; Educational; Engaged Workforce; Community.*

INTRODUCTION

The roles of university as a center which develops individuals and society require it to design activities that would equip them with necessary competencies. There are three main functions, intellectual, educational, and social of university, making it a significant center in the development of professionals (knowledgeable workers, scientists, researchers, etc) who are capable of creating innovations for the community (Ministry of Education, 2012 Boulton, 2009; Govt. of Botswana, 2008; IUPsyS & United Nations, 1998). In discharging these functions, universities are mandated to embark on knowledge generation and dissemination activities, the former is accomplished mainly through research while the latter through publication, teaching and learning processes.

Universities have been regarded as significant agents of change and development in the society, as well as contributor to the preservation of its culture (Boulton, 2009). Universities are the place where members of the society are educated to deal with the present life issues, and face the futures. This requires good level of engagement with various level of community, to educate and to learn from them. This function is delivered through the cultivation of new ideas, knowledge, and mindset among students and the community (UNESCO, 1991). The educational function is accomplished via the design and implementation of curricula which combine knowledge and skills to be consistent with current and future trends as well as needs of the community.

As far as the social function is concerned, universities are expected to train workforce for the society. By and large, the term workforce refers to individuals who have the strength that individuals (manpower, workers or professional) contribute to the world of work. They are employed by organizations, and entrusted to meet the organization's goal (Shukran, 2009). They are also the

talents that an organization needs in order to operate its activities, and attain its goals. Workforce have the “opportunity to realize sustainable livelihood and organizations to achieve exemplary goals, consistent with the history, culture, and goals of the social context” (Jacobs, 2002, p13). They must have the desired competencies, and readiness to work, perform jobs, deliver tasks, or assume responsibility.

Being a higher education institution, University is an important institution in a society which plays the roles of workforce development, supporting a country to avail the supply of competent individuals to take up specific tasks. It provides programmes which enable individuals to acquire adequate competencies (knowledge, skills, abilities, and other characteristic). The university community who are instrumental in discharging the functions consists of academics who conduct research, conduct teaching, administer activities, provide services, carry out entrepreneurial activities and their combinations. Besides them, there are higher education professionals who are the critical enablers for the delivery of university’s operation. The other group in the university community is the students, who are the knowledge seekers and workers. They are the direct beneficiaries of many academic activities, and are involved in her intellectual, educational, and social activities.

THE INTELLECTUAL, EDUCATIONAL, AND SOCIAL FUNCTIONS OF UNIVERSITY

The intellectual function is accomplished by academics who conduct research to understand various issues in the society. Their findings and innovations would substantiate economic and social goals of the country they live or serve. They are instrumental in producing, reproducing, preserving, systematising, organising and transmitting knowledge so that it can add to the breadth and depth of knowledge (Lucchesi, 2004). Academics in the university also have the responsibility to conduct basic research which are the starting point for future innovations; develop HLIs to become centers of excellence in research and development. In short academics are instrumental the knowledge generation activities, and are entrusted to provide knowledge to the society. They play important roles in providing information which could be applied to solve economic issues and or provide social development programs.

The initiatives to make knowledge and expertise available for other groups and individuals outside the university are part of important functions of a university. This can be accomplished by conducting applied research by putting the knowledge into practices. This can be implemented by communicating knowledge to the general public through public lecture and publication. Their work will inform policy makers and professionals about the latest knowledge or theories; make knowledge relevant and be of use by the society (Lucchesi, 2004). Academics in universities are expected to make research findings applied or available for economic or social exploitation, convert knowledge into competitive products, services, processes and new activities.

University has been regarded as an institution which educates the society with knowledge, skills, abilities and develop other desirable characteristics in individuals. The educational function merits universities to preserve the culture of a society, and promote good or desired values to the community by organizing cultural, intellectual and other activities. University is instrumental in the development of human being and society by equipping them with necessary competencies (IUPsyS & United Nations, 1998). This function helps develop individuals who are capable to contribute to the society (Lucchesi, 2004). Academics at universities are expected to communicate knowledge that make insights from their academic research. They would help others to value the roots of education, and its stakeholders. They too would cultivate values, norms, and skills that influence the ways individuals function in the society (Barkan, 2011). University, in other words, plays important roles in producing good citizen, or knowledgeable workforce for long term socio-economic development (Gov of Botswana, 2007). University produces talent who are of high quality, all-rounder, holistic and have the mind of an entrepreneur (MoE, 2015).

PROMOTING SUSTAINABLE DEVELOPMENT THROUGH COMMUNITY-ENGAGED WORKFORCE DEVELOPMENT

The agenda of Sustainable Development Goals (SDGs) strives to empower people to change the way they think and work so as to ensure a sustainable future. Higher Education (HE) system should be focusing on the development of individuals and creating conducive environment that fosters academic and institutional excellence. University, hence, must leverage on all specialization it has in order to support societal development. A university may do so by coming up with activities which lead to, or substantiate, the development of the society and nation.

University should take necessary actions to inform the community and policy makers on the impact of academic activities on the lives of people and the world in the future. Academics should effectively play roles in responding to the increasingly challenging environment. In strengthening the function, and delivery system of the university, all activities should be conducted to inform policy makers for the formulation of appropriate interventions. For instance, the information could be gathered from researchers and students who conduct research on social issues. Academics and community, hence, should collectively think the way to respond to the increasingly challenging environment, hence strengthening the function, and delivery system of the university.

THE WAY TO CARRY OUT UNIVERSITY ACTIVITIES THROUGH COMMUNITY ENGAGED ACTIVITIES: FROM CAMPUS TO THE COMMUNITY

University must have strategic way forward in accomplishing its functions: Intellectual, Social and Educational Functions. In upholding the roles of knowledge generation and dissemination, there must be a good link between various activities. Research, teaching,

administration, service and publication activities should be synergized so as to develop an integrated approach when carrying out its function. It is a holistically synergised academic activities, aimed to (a) design academic activities which involve community participation (research, services, teaching); (b) identify arising issues in various localities, and lay foundation for informed way forward on strategies to design interventions that help develop, change or improve the society, to be in line with the agenda of Education for Sustainable Development Goals (SDGs); (c) outline appropriate interventions to change, improve and develop the identified issues/areas so as to support the SDGs.

Table 1: Synergistic academic activities which connect research (I), teaching (E), and extension of services to the community (S), offered by an academic

University Function	Academics' Core Activities	Students' Learning Activities	Outcomes
Intellectual	i. Conduct research on relevant subject matter.	i. PG supervision in the academic's research areas ii. Students' Academic Essay iii. UG Students' research	i. Publication of research findings by academics and students
Social	i. Participating in 'cooperative extension' and outreach. ii. Expose students to research skills, and work competencies	i. Students are assigned to conduct structured community service projects/ internship. ii. University engage professional, and public community.	i. Publication of reports on the nature of community engaged learning or effectiveness. ii. This contributes to enhancing literature on SOTL in the area.
Educational	i. Teaching ii. Reading	i. Assessment (Quiz, Examination)	i. Retaining knowledge on values and subject matter

Discussion and Conclusion

Community-engaged activities is an important component in the University Community Engagement (UCE) which are accomplished through (a) teaching and learning; (b) research,

innovation, publication, consultancy, training, conferences; and (c) students' program, industrial trainings which are conducted in collaboration with, or supported by various groups in the community (professional, business, and public community). UCE involve activities which are linked to university's three main functions, namely intellectual (research and publication), social (training of workforce/professionals); and educational functions (teaching). UCE is broader than community service projects as the former require good extent of engagement between university community and the external community.

In short, UCE activities are supportive of the effort to develop scholarship among academics, employability among students, and quality of life among the community. It necessitates identifying the community needs before designing and carrying out the activities. It involves a set of synergistic activities which provide avenue for researchers and students (Undergraduate Final Year Projects/ Master /Phd) to share findings from research which investigate issues in the society. A platform to formulate informed higher education policies and interventions. A synergy between researchers, policy makers, leaders and service providers. The project substantiates a university's mission and potentially befits the Sustainable Development Goals agenda. Besides, the activities could provide avenues to develop the scholarship of academics and students, such as through genuinely impactful academic research. Their work can be disseminated via reputable media, mainly the reputable publication but not limited to it. Other new media will be adopted too. The community engaged activities could also improve the visibility of a university by the dissemination and application of knowledge or research findings.

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