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## Measuring the Impact of Vision, Mission, Goals, and Objectives Socialization in the Master of Management Program

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### **Abstract:**

*The established and approved vision and mission of the master of management study program is certainly followed by a process of socializing the vision and mission through various programmes, including:*

- *Socialization with lecturers through regular meetings;*
- *socialization with students through student activities and lectures;*
- *Socialization with students through meeting activities at the beginning of college admission;*
- *Socialization with stakeholders and broader audience through various channels such as the study program website, brochures and banners, YouTube videos and radio broadcasts.*

*The purpose of this study is to know and analyze the understanding of the academic community, graduate users, and partners of the master of management study programme at Trisakti University in Indonesia, regarding the implementation and socialization of its Vision and Mission during year 2022-2023.*

*This research is a descriptive study that can provide an overview of the perceptions of the academic community, graduate users, lecturers and partners in the Master of Management Program. This study uses primary data by circulating questionnaires to respondents. The sample of this research is the academic community of the Master of Management Program at Trisakti University, where respondents came from active students, lecturers, academic staff and alumni. The number of respondents who filled in the questionnaires properly and completely was 163.*

*Based on these findings, this study concluded that the socialization implementation of vision and mission is becoming more important and significant to the sustainability of the study program in universities to prioritize and optimize their personnel and financial resources to achieve outstanding academic results. Even though the results of all of the indicators have a high success rate, the socialization of vision and mission needs to be done regularly and effectively through various ways and channels to make sure that the message is delivered and conveyed well.*

**Keywords:** *Vision, mission, socialization, master of management*

### **1. Introduction**

Organizational performance is defined by Richard (2013) as the actual outcomes and results of an organization as assessed against its stated goals and objectives. It includes three types of company outcomes: financial performance (profits, return on assets, and return on investment), product market performance (sales, market share), and shareholder return (total shareholder return, economic value contributed). Muchiri (2010) states that universities must adopt a new strategic approach guided by a common vision, strategic thinking, and adaptability. This approach should recognize the growing significance of universities in a global context, led by strategic leaders, to enhance organizational effectiveness.

Globalization has changed higher education in terms of service and product diversification, provision of more diverse services, new funding arrangements, increased focus on accountability and performance, global networking, mobility, collaboration, and strategic leadership issues (Lemaitre, 2009). These changes have required institutional management to revise and specify institutional mission statements, assess the impact of new sources of funding, meet accountability requirements, consider participation and international competition, and consider the criteria for national, regional, and global integration for their success (Spendlove, 2015).

In this era of globalization, the need for academic and professional personnel tends to increase. This can be seen from the intense competition that adds to the importance of a person's ability to analyze problems and observe things that happen in a wise way based on knowledge and high morals. In Indonesia, all universities are evaluated and accredited by independent accreditation organizations to make sure that all universities are qualified and well-governed to provide quality higher education. One of the assessments is about the socialization of the vision and mission required in all

university study programs. The assessor has to make sure that the vision and vision are well understood by the entire academic community and education staff. If some of the academic communities do not understand or do not understand the vision, mission, goals and objectives formulated, the socialization of this vision and mission is poor and it is feared that it can slow down the its vision and mission achievement overall.

Trisakti University, one of the largest private universities in Indonesia, provides a master's degree program in management that aligns with the requirements of global and regional competition—featuring a highly skilled faculty of both domestic and international experts. A vision for the study programme is essential as it enables the program to strategically plan and identify the necessary steps and resources required to achieve its future goals. An accomplished study program on a global scale possesses a distinct vision for its future and consistently endeavors to ensure that this vision transcends mere rhetoric and serves as a guiding principle, directing the study program's actions towards the realization of its formulated objectives. Trisakti University is an institution that has firmly established its vision and mission, which have been formulated and coordinated with the faculties, study programmes, and other units and bureaus within the university.

The mechanism for preparing the vision and mission of the master of management study program refers to the vision and mission of the faculty of economics and business at Trisakti University. The vision and mission accommodate input from stakeholders, including lecturers, employees, students, alumni, and users of the master of management study program. The formulation of the vision and mission also takes into account the development of user needs and the latest government regulations.

The established and approved vision and mission of the master of the management study program is certainly followed by a process of socializing the vision and mission with various efforts, including:

- Socialization with lecturers through regular meetings at the study program and faculty level;
- Socialization with students through student activities and lectures;
- Socialization with students through meeting activities at the beginning of college admission;
- Socialization with stakeholders during meetings or invitations, and Socialization with academic personnel.

The master of management study program aims to disseminate its vision and mission to a broader audience through various channels such as the study program website, brochures and banners, YouTube videos and radio broadcasts.

Based on that, the purpose of this study is to know and analyze the understanding of the academic community, graduate users, and partners of the master of management study programme at Trisakti University regarding the implementation and socialization of its Vision and Mission during 2022-2023.

## 2. Literature Review

Strategy Formulation, often referred to as strategic planning or long-term planning, is concerned with the development of a company's mission, goals, strategies, and policies. It begins with situation analysis, the process of finding a strategic fit between external opportunities and internal strengths while working around external threats and internal weaknesses (Wheelen, Hunger, Hoffman & Bamford, 2018).

Vision is a picture of the *future* that is realistic and wants to be realized within a certain period of time. A vision is a statement spoken or written today, a current management process that reaches the future (Akdon, 2006). Akdon (2006) also states that vision is a statement of a way to:

- Communicate the reason for the organization's existence in terms of purpose and core tasks.
- Show the framework of the relationship between the organization and stakeholders (organization's human resources, consumers/citizens, and other related parties).
- State the organization's main performance goals in terms of growth and development.

In determining its vision, the study program must pay attention to future developments and challenges. The vision of the master of management study program at Universitas Trisakti is: "Becoming a reliable study program, following international developments while still paying attention to local values in implementing management science to improve the quality of life and civilization."

Referring to the vision above, the mission of the master of management study program is directed in such a way that the vision can be achieved. The vision is then translated into three missions of the master of management study program Universitas Trisakti:

- Providing master of management education that follows international developments through an integrated education system with a curriculum that refers to the Indonesian National Qualifications Framework.
- Creating a scientific climate and academic culture that is conducive to research and development of knowledge in the field of management that is relevant to the demands and needs of stakeholders.
- Applying the results of studies in the field of industry and management for the benefit of the business community as a whole continuously.

According to Jonyo, Ouma and Mosoti (2018), an authentic vision is very dynamic, and all individuals within the business possess a clear comprehension of the vision and actively align their actions with it. The organization is characterized by a strong sense of drive and enthusiasm, and individuals take pride in discussing the goal and vision of the organization. The effectiveness of a mission statement can also direct the performance determined by strategic planning and subsequent tactical measures supposedly intended to achieve its objectives. Private universities prioritize optimizing their personnel and financial resources to achieve outstanding academic results and thrive in co-curricular activities, thereby ensuring the prosperity of the institution (Kantabutra & Avery, 2010).

### 3. Research Methodology

This research is a descriptive study that can provide an overview of the perceptions of the academic community, graduate users, lecturers and partners in the Master of Management Program. This study uses primary data by circulating questionnaires to respondents. The sample of this research is the academic community of the Trisakti University Master of Management Program, including students from various semesters who were taken as respondents to fill out questionnaires. Other respondents are lecturers, graduates/alumni, and education personnel. The questionnaire was sent via a personal contact number accompanied by a bit.ly link containing this research questionnaire questions. This research uses a survey method by distributing questionnaires through personal contact. This technique also allows respondents to have time to consider each question carefully before providing answers; respondents are not pressured to provide answers spontaneously and freely express answers. However, in addition to these advantages, this technique also contains several weaknesses, such as researchers are less able to control respondents, so respondents who are not serious in providing answers and dishonest answers, whether intentionally or due to misinterpretation of the question at hand. To overcome these weaknesses, the questionnaire is designed in an attractive format, and the questions asked are short and clear, where the length of filling out the questionnaire is less than 10 minutes.

The variables to be measured in this study are the perception variables to measure the socialization implementation towards the vision and mission of the Master of Management Program Universitas Trisakti. The indicator items used to measure are as follows:

No.	Research Indicators
1	I already understand the Vision of the Master of Management Study Program at Universitas Trisakti
2	I already understand the Mission of the Master of Management Study Program at Universitas Trisakti
3	I have understood the Goals and Objectives of the Master of Management Study Program at Universitas Trisakti
4	The Master of Management Study Program has implemented its Vision and Mission of the Study Program in its many activities.
5	The Master of Management Study Program has socialized its Vision and Mission well and adequately.
6	The lecturers's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.
7	The academic and administrative staff's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.
8	The Vision and Mission of the Master of Management Study Program need to be continuously socialized to all stakeholders even though all parties already understand it.
9	The achievement of the Master of Management Study Program, both on a national and international scale, has reflected the achievement of the Vision and Mission.
10	In my opinion, the most effective socialization of the Vision and Mission of the FEB USAKTI Master of Management Study Program is through: <ol style="list-style-type: none"> <li>Direct socialization (face-to-face, seminar or zoom)</li> <li>Website MM FEB Usakti</li> <li>Social Media (Instagram, Tiktok, Facebook)</li> <li>Print Media (Calendar, Poster, Banner)</li> <li>Radio broadcast and YouTube Channel</li> </ol>

*Table 1: Research Indicators*

The above indicators are assessed with a choice of 5 Likert scales, namely: 5 - Strongly Agree, 4 - Agree, 3 - Neutral, 2 - Disagree, and 1 - Strongly Disagree.

Data were collected and processed for testing and analysis. Incomplete respondent results will be excluded before data processing and analysis to ensure that the data processed is reliable and complete.

### 4. Results and Discussion

This study took a sample from the scope of the Master of Management Study Program, where respondents came from active students, lecturers, academic staff and alumni. The survey was sent through a Google form link that was distributed to groups of students, lecturers and academic staff. The number of respondents who filled in the questionnaires properly and completely was 163. The following are the results of each research indicator.

- Indicator 1: I already understand the Vision of the Master of Management Study Program at Universitas Trisakti

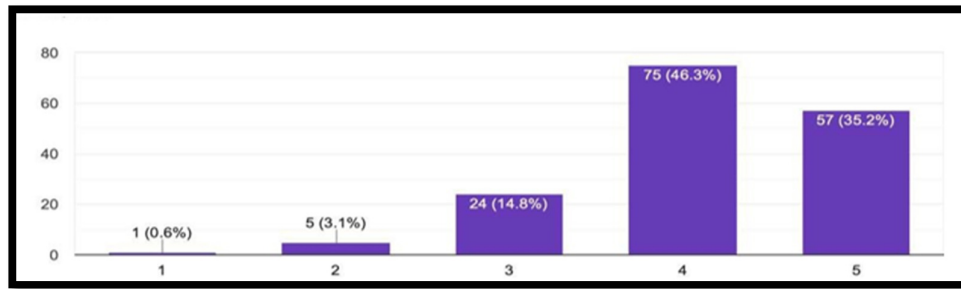


Figure 1: Indicator 1 Result

From indicator 1, the results show that the majority of the academic community (agreed and strongly agreed), a total of 81.5% or 132 people, stated that they had understood the Vision of the Master of Management Study Program Universitas Trisakti. This means that the socialization implementation, especially regarding the understanding of the Vision of the Master of Management Study Program, was done successfully, where most of the respondents already know and are aware of the study program's vision.

- Indicator 2: I already understand the Mission of the Master of Management Study Program at Universitas Trisakti.

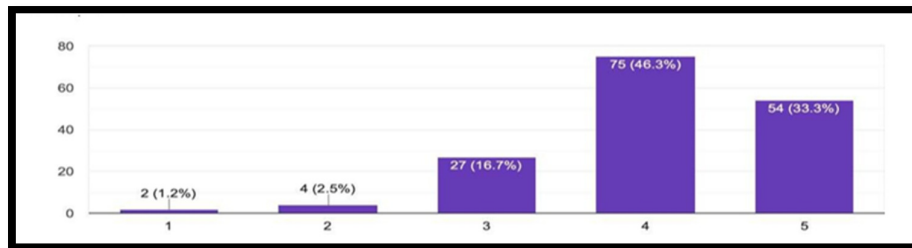


Figure 2: Indicator 2 Result

From indicator 2, the results show that the majority of the academic community (agreed and strongly agreed), a total of 79.6% or 129 people, stated that they had understood the Mission of the Master of Management Study Program Universitas Trisakti. This means that the socialization implementation, especially regarding the understanding of the Mission of the Master of Management Study Program, was done successfully, where most of the respondents already knew and were aware of the study program's mission.

- Indicator 3: I already understand the Goals and Objectives of the Master of Management Study Program at Universitas Trisakti.

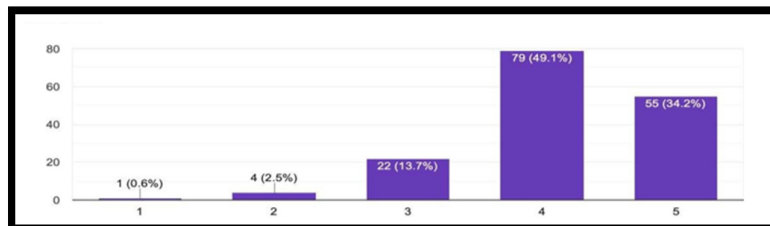


Figure 3: Indicator 3 Result

From indicator 3, the results show that the majority of the academic community (agreed and strongly agreed), a total of 83.3% or 134 people, stated that they had understood the Goals and Objectives of the Master of Management Study Program Universitas Trisakti. This means that the socialization implementation, especially regarding the understanding of the goals and objectives of the Master of Management Study Program, was done successfully, where most of the respondents already knew and were aware of the study program's goals and objectives.

- Indicator 4: The Master of Management Study Program has implemented its Vision and Mission of the Study Program in its many activities.

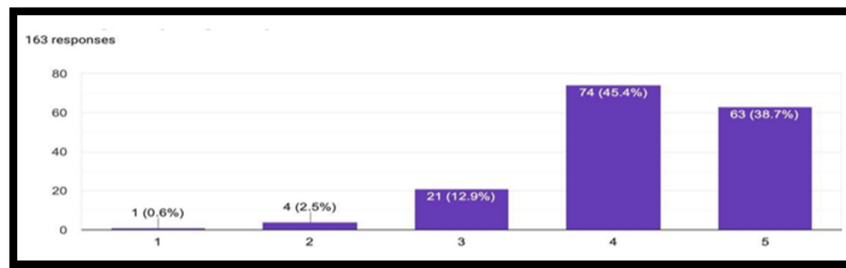


Figure 4: Indicator 4 Result

From indicator 4, the results show that the majority of respondents (agreed and strongly agreed), a total of 84.1% or 137 people, stated that The Master of Management Study Program has implemented the Vision and Mission of the Study Program in its many activities.

- Indicator 5: The Master of Management Study Program has socialized its Vision and Mission well and adequately.

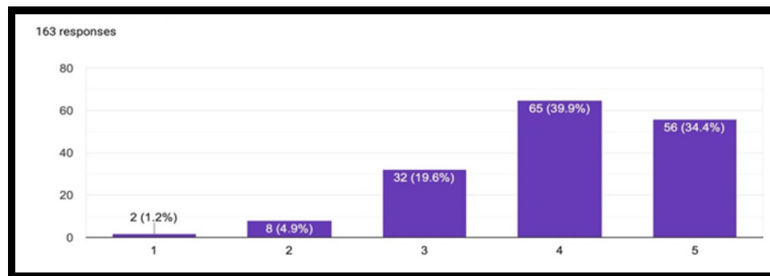


Figure 5: Indicator 5 Result

From indicator 5, the results show that the majority of respondents (agreed and strongly agreed), a total of 74.3% or 121 people, stated that The Master of Management Study Program has socialized its Vision and Mission well and adequately.

- Indicator 6: The lecturers's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.

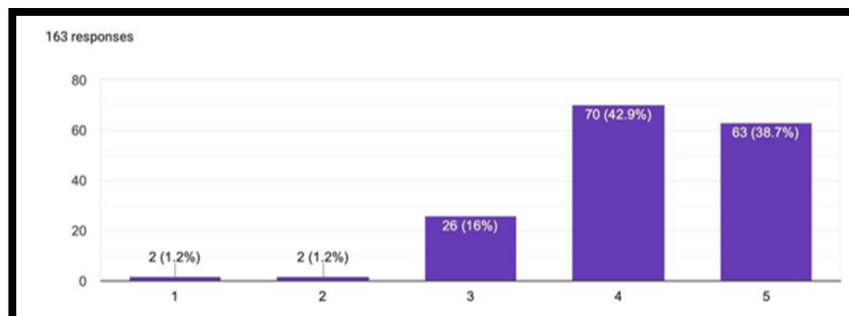


Figure 6: Indicator 6 Result

From indicator 6, the results show that the majority of respondents (agreed and strongly agreed), a total of 81.6% or 133 people, stated that the lecturers's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.

- Indicator 7: The academic and administrative staff's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.

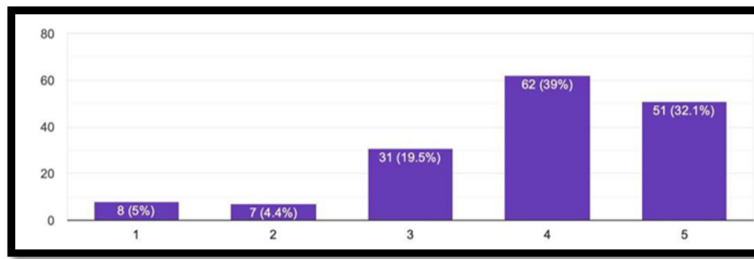


Figure 7: Indicator 7 Result

From indicator 7, the results show that the majority of respondents (agreed and strongly agreed), a total of 71.1% or 113 people, stated that the academic and administrative staff's performance in the Master of Management Study Program already supports the achievement of the Vision and Mission of the Study Program.

- Indicator 8: The Vision and Mission of the Master of Management Study Program needs to be continuously socialized to all stakeholders even though all parties already understand it.

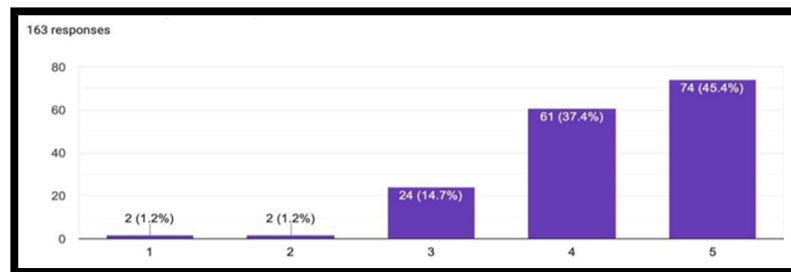


Figure 8: Indicator 8 Result

From indicator 8, the results show that the majority of respondents (agreed and strongly agreed), a total of 82.8% or 135 people, stated that the Vision and Mission of the Master of Management Study Program need to be continuously socialized to all stakeholders even though all parties already understand it.

- Indicator 9: The achievement of the Master of Management Study Program, both on a national and international scale, has reflected the achievement of the Vision and Mission.

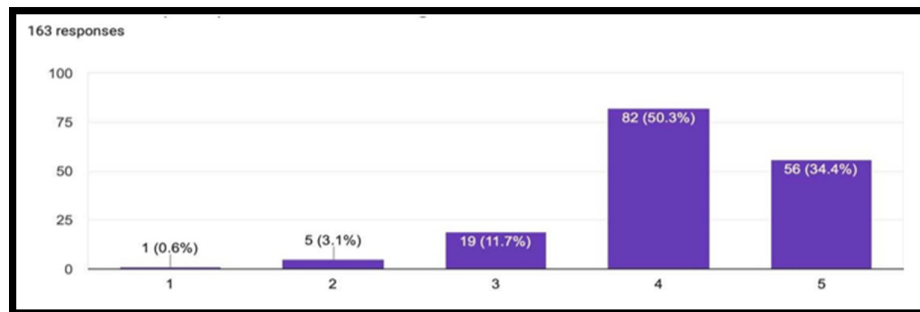


Figure 9: Indicator 9 Result

From indicator 9, the results show that the majority of respondents (agreed and strongly agreed), a total of 84.7% or 138 people, stated that the achievement of the Master of Management Study Program both on a national and international scale had reflected the achievement of the Vision and Mission.

- Indicator 10: In my opinion, the most effective socialization of the Vision and Mission of the FEB USAKTI Master of Management Study Program is through:
  - Direct socialization (face-to-face, seminar or zoom)
  - Website MM FEB Usakti
  - Social Media (Instagram, Tiktok, Facebook)
  - Print Media (Calendar, Poster, Banner)
  - Radio broadcast and YouTube Channel

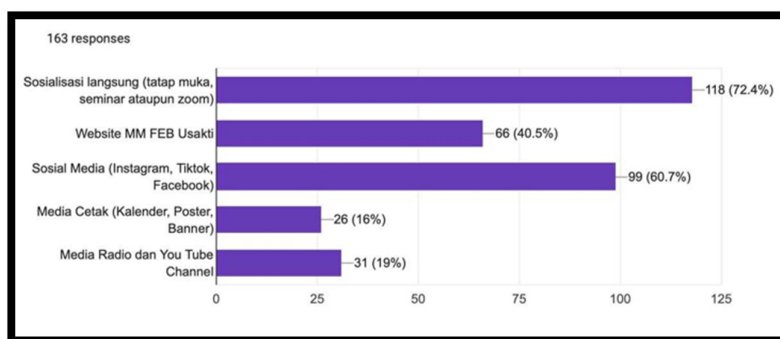


Figure 10: Indicator 10 Result

From indicator 10, the results show that the majority of respondents think that the most effective Vision and Mission socialization is through Direct Socialization (face-to-face, seminars and Zoom) and through Social Media (Instagram, Tiktok and Facebook). Even though the other forms of socialization are also effective (based on the result from the previous indicator), it seems that direct socialization (face-to-face or via Zoom) and social media are more favourable at the moment.

## 5. Conclusion

Based on the findings and discussions of this study, the study concluded that the socialization implementation of vision and mission is becoming more important and significant to the sustainability of the study program in universities to prioritize and optimize their personnel and financial resources to achieve outstanding academic results. The study programs also have to make efforts in the dissemination of information such as its vision, mission, goals and objectives to make sure that all of the stakeholders, including students, lecturers, academic staff and partners, are well-informed so the university can create a scientific climate and academic culture that conducive to research and development of knowledge in the field of management that is relevant to the demands and needs of stakeholders. Socialization of vision and mission needs to be done regularly and effectively through various ways and channels to make sure that the message is delivered and conveyed well.

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