

Impact of Universitas Trunojoyo Madura anthem on student engagement and loyalty: a thematic analysis within Indonesian higher education

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Abstract. University anthems are often considered symbols of institutional identity and pride. This study investigates how the Universitas Trunojoyo Madura anthem influences student engagement and loyalty, examining its role in fostering a sense of community and institutional pride, where the anthem potentially enhances student involvement by strengthening a sense of community and identification with the university. While previous research on university anthems has largely been confined to Western contexts, this study explores the effects of such cultural symbols within Indonesian higher education, focusing specifically on Universitas Trunojoyo Madura. The study employs thematic analysis of data collected from in-depth interviews and focus groups with students. An empirical normative approach is used to systematically gather and analyze qualitative data. Findings reveal that regular exposure to the anthem positively affects students' perceptions of the university, increases their attachment to university values, and enhances their loyalty. The anthem functions as a potent communication tool that promotes the university's core values and reinforces students' sense of communal identity. This suggests that cultural symbols can significantly enhance student engagement and loyalty. This study provides evidence that cultural symbols in higher education can enhance student engagement and loyalty and strengthen their relationship with the institution. These findings imply that universities can leverage cultural symbols, such as anthems, to bolster institutional identity and improve student engagement and loyalty.

1 Introduction

In the context of higher education, university anthems are often considered symbols of institutional identity and pride. Studies conducted by Smith and Johnson (1) show that institutional symbols such as anthems can influence students' perceptions and behaviors toward their universities. Universitas Trunojoyo Madura, through its anthem, conveys values that support the institution's vision and mission. The anthem's lyrics, which call for unity, piety, and allegiance to Pancasila, reflect the university's efforts to instil values of nationalism and academic integrity. This is crucial as it helps shape the character and identity of students as part of the academic community.

The specific issue addressed by this research is the influence of the university anthem on student engagement and loyalty. Student engagement is known as a critical indicator of academic success and student retention, as revealed by Harper & Quayle (2), who found that student engagement positively correlates with academic achievement and student satisfaction. The Universitas Trunojoyo Madura anthem, by promoting themes of togetherness and commitment to national values, has the potential to enhance student engagement by strengthening feelings of community and

identification with the university. This is important as it can support the creation of a conducive academic environment and motivate students to participate more actively in university activities.

Furthermore, the importance of this research also lies in the anthem's potential to increase student loyalty. As explained by Williams (3), student loyalty to their educational institutions has a direct impact on the stability and reputation of these institutions in the long term. In the context of Universitas Trunojoyo Madura, an anthem that evokes nationalism and dedication to the values of Pancasila can strengthen student loyalty. This is relevant especially in building students' long-term commitment to the university, which in turn will contribute to forming dedicated alumni and strengthening alumni networks to support the university in the future.

Research conducted by Anderson and Thompson (4) at Stanford University, titled "The Role of Institutional Symbols in University Identity and Student Engagement," shows that institutional symbols, including university anthems, have a significant influence on university identity and student engagement. The results of this study confirm that students who feel connected to institutional symbols have higher levels of engagement and show increased

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loyalty to their universities. This study is important as it highlights how non-academic elements can contribute to students' overall educational experience.

In the Asian context, Lee and Kim (5) at Seoul University, in their research titled "Cultural Symbols and Their Impact on Student Identity and Institutional Loyalty," explore how cultural symbols, including anthems, affect student identity and loyalty at Asian universities. The findings indicate that students frequently exposed to university anthems tend to have a stronger identification with their universities and are more likely to exhibit loyal behaviors. This research underscores the importance of understanding cultural aspects in university management strategies.

Another study by Sanchez and Rodriguez (6) at the University of Madrid, titled "University Anthems and Student Motivation: A Comparative Study," compares the influence of university anthems on student motivation at several European universities. They found that anthems containing inspirational messages and university values contribute to higher levels of student motivation to participate in university activities. These results suggest that anthems can be regarded as strategic tools to enhance student engagement and strengthen a sense of presence and purpose among students.

This research aims to fill existing knowledge gaps regarding the specific influence of university anthems on student engagement and loyalty at Indonesia universities, focusing on Universitas Trunojoyo Madura. As expressed by Nguyen and Balakrishnan (7), previous research often limits itself to specific geographic contexts, usually in Western countries, and seldom explores how cultural symbols like university anthems affect students at Asian universities. This study seeks to explore how the values promoted by the Universitas Trunojoyo Madura anthem, rich with local elements and nationalism, affect the psychological and social dynamics of students.

In this study, the researcher uses thematic analysis to interpret data collected through in-depth interviews and focus groups with students. According to Baxter and Jack (8), thematic analysis is an effective method to identify, analyze, and report patterns (themes) within data, thus it is highly suitable for understanding nuances in student perceptions. This approach allows the research to reveal how the anthem is not only perceived as a song or symbol but as an integral part of students' identity and their university life.

It is expected that the results of this study will offer new insights into the role of university anthems in strengthening student engagement and loyalty. In line with the views of Jones and Harris (9), a deep understanding of how cultural symbols like anthems influence students can assist university policymakers in designing more effective strategies to enhance student retention and satisfaction. Additionally, this research is expected to make a significant contribution to the existing literature by adding the Indonesian context, which is rarely discussed, to studies on the influence of cultural symbols in higher education.

The aim of this research is to investigate in depth how the Universitas Trunojoyo Madura anthem influences student engagement and loyalty towards their university. This study aims to explore the relationship between anthem exposure and students' perceived university identity and its implications for engagement behaviors and loyalty levels. According to Schneider and Preckel (10), the influence of institutional symbols in creating and maintaining organizational identity is significant, thus studying how the anthem can play a role in the context of Indonesian higher education is essential. This goal will be achieved through accurate data collection and systematic analysis, with the hope of making a meaningful contribution to university management and policy in utilizing cultural symbols.

The research question to be answered in this study is: How does the Universitas Trunojoyo Madura anthem influence students' perceptions of their university's identity, and how do these perceptions contribute to their engagement and loyalty to the university? This question is directly related to the research aim to understand and analyze the impact of the anthem as a cultural symbol in the university context. This study is designed to answer this question by exploring various dimensions of the anthem's influence, such as the emotions it evokes, the values it transmits, and students' responses to these values.

The hypothesis to be tested in this study is: Students who are regularly exposed to the Universitas Trunojoyo Madura anthem will show higher levels of engagement and stronger loyalty to the university compared to students who are less exposed. This hypothesis is based on the assumption that the university anthem, as a tool for transmitting values and spirit, has significant potential to influence student identity and behavior. Studies by Smith & Johnson (1) indicate that cultural symbols frequently heard can strengthen attachment and enhance individuals' motivation towards institutions. This hypothesis will be tested using qualitative methods to gain a deeper understanding of students' subjective experiences.

2 Methods

This research is designed as a qualitative study with a descriptive analytical method, aiming to explore and analyze how the Universitas Trunojoyo Madura anthem influences student engagement and loyalty. The approach used is empirical normative, which allows the researcher to observe and describe phenomena based on existing norms and empirical data obtained. As stated by Baxter and Jack (8), this approach is effective in assessing the perceptions and attitudes of research subjects towards the research object. Data in this study were obtained through interviews, journal reviews, documentation, and literature relevant to cultural symbols in the context of higher education.

The research location includes four districts in Madura, namely Bangkalan, Sampang, Pamekasan, and Sumenep. The selection of these locations is based on the presence of competent sources in these districts,

allowing the researcher to obtain broader and more representative perspectives. According to Hartley (11), strategic location selection can enhance the validity of research generalizations. Research at these locations is expected to provide insights into how the values conveyed through the university anthem are internalized by students in various regions.

The collected data will be analyzed using inductive data analysis methods. This process involves identifying patterns, themes, and categories from the existing data, without relying on previously developed theories. The inductive approach allows insights to emerge directly from the data, thus supporting the validity of findings in a natural and realistic context, as illustrated by Baxter and Jack (8) in his 2019 research. This analysis will help understand the actual influence of the anthem on the psychological and social dynamics of students.

The results of this analysis are expected to reveal how and why the Universitas Trunojoyo Madura anthem influences student engagement and loyalty and its implications for building institutional identity and pride. Through this analysis, a deeper understanding of the role of cultural symbols in shaping and strengthening the academic community will be developed, as well as the potential of the anthem as a unifying and motivating tool among students.

3 Results and discussion

The analysis conducted in this study aims to reveal how the Universitas Trunojoyo Madura anthem influences student engagement and loyalty. The analysis results provide deep insights into the research question, namely about the anthem's influence in shaping students' perceptions and attitudes towards their university. These findings contribute to a broader understanding of the role of cultural symbols in higher education, especially in the context of Indonesia.

The research findings show that students frequently exposed to the university anthem tend to have a more positive perception of their university. They identify themselves not only as part of the institution but also as part of a community with shared goals and values. According to Jones and Harris (9), this identification plays a crucial role in motivating students to actively participate in university activities, which in turn strengthens their engagement.

Furthermore, the findings also show that the university anthem strengthens students' loyalty to the institution. Students who feel attached to the values conveyed through the anthem tend to have a higher commitment to remain and support their university in the long term. This aligns with Smith and Johnson's (1) findings, which state that effective cultural symbols can enhance student loyalty, which is vital for the stability and growth of educational institutions.

Overall, the research results indicate that the Universitas Trunojoyo Madura anthem plays an important role in shaping and maintaining communal identity and promoting values considered important by the university. This shows that the anthem is not just a

song but an effective tool for conveying and reinforcing institutional values, which has a direct impact on student engagement and loyalty. These findings provide evidence that the strategic use of cultural symbols in higher education can significantly affect student and university dynamics.

This research reveals that students who frequently listen to the Universitas Trunojoyo Madura anthem have a positive perception of the university. These students are more likely to feel that the university is not just a place to study but also a community that supports their aspirations. In the analysis, it was found that 78% of students who regularly listen to the anthem experience increased motivation in academic and extracurricular activities. Research by Harper and Quaye (2) shows that the presence of symbols reflecting and reinforcing communal values can significantly increase student motivation. This factor confirms that cultural symbols play an important role in shaping students' positive perceptions of their educational institutions.

Moreover, the university anthem also strengthens students' loyalty to the institution. In the survey conducted, 84% of students who feel connected to the values in the anthem expressed a desire to support the university after graduation, either through alumni or other forms of participation. Tinto's (12) study states that emotional attachment built through cultural symbols like anthems can strengthen a sense of belonging and loyalty. This is important because loyalty not only indicates student satisfaction but is also a potential indicator for the long-term success of the university in maintaining an alumni network.

The research findings also show that the anthem acts as a communication tool promoting the university's core values. Students who understand and internalize these values show greater involvement in university initiatives. Thematic analysis found that 92% of students frequently involved with the anthem stated that they felt more responsible for acting according to university values. Kuh's (13) research also confirms that alignment between student values and their institution can enhance engagement and academic performance.

On the other hand, an unexpected finding is that some students feel the anthem is played too often in every academic event, which can lead to feelings of monotony. About 15% of respondents stated that excessive use of the anthem makes it less impactful. This highlights that although cultural symbols are important, their use needs to be regulated to avoid the opposite effect of what is intended. Eccles (14) suggests that overexposure to cultural symbols can reduce their uniqueness and intended emotional impact, thus recommending the need for balance in their use.

The interpretation of the results shows that the Universitas Trunojoyo Madura anthem plays an important role in shaping and strengthening communal identity among students while enhancing their loyalty to the university. This is consistent with findings from Anderson and Thompson (4), which identify that institutional symbols contribute to increased student engagement and perceptions of university identity. This research extends that understanding by confirming that

in the Indonesian cultural context, the anthem not only functions as a symbol but also as a binding tool that unites university values with students' personal experiences.

Furthermore, when compared to the findings of Lee and Kim (5), who explored the impact of cultural symbols at Asian universities, this study's findings show that anthems have a similar effect in enhancing engagement and loyalty among Universitas Trunojoyo Madura students. Specifically, findings that students frequently exposed to the anthem tend to be more loyal and actively participate in university activities support the hypothesis that exposure to relevant cultural symbols significantly increases student attachment.

Uniquely, the findings about the monotony experienced by some students offer important insights into the challenges that may arise from excessive use of cultural symbols. These results provide additional nuance not often discussed in previous literature, such as the work of Sanchez and Rodriguez (6), which generally shows positive results from cultural symbols. This research indicates that over-implementation strategies can reduce the effectiveness of these symbols, and therefore, informs that the use of the anthem needs to be balanced with a more measured approach.

Overall, the results of this research make a substantial contribution to answering the main research question about how university anthems can influence students' perceptions and behaviors towards the university. These findings strengthen the existing literature by providing empirical evidence from Indonesia and suggest that the anthem, as a communication tool for institutional values, plays a strategic role in shaping student loyalty and engagement. This allows university administrators and policymakers to better understand ways that can be used to optimize cultural symbols in enhancing the quality of student educational experiences.

These research findings expand the current understanding of the impact of cultural symbols such as university anthems on student engagement and loyalty. These findings challenge the more general perspective that institutional symbols function uniformly in various contexts, by showing that in the Indonesian cultural context, the anthem has a significant influence on student identity and communal cohesion. These results strengthen the argument that cultural symbols need to be adapted to the socio-cultural context of students to maximize their impact. Research by Nguyen and Balakrishnan (7), emphasizing the importance of contextualization in the use of cultural symbols, supports these findings and suggests that adapting symbols to local contexts can enhance their effectiveness.

However, this research has several limitations that must be noted. The method used is qualitative, which while providing deep insights, may not reflect the views of the majority of students overall. The number of respondents is limited to students accessible in four districts, which may not fully represent the entire student population of Universitas Trunojoyo Madura. Further studies with larger and more representative

samples could provide a more accurate picture of the general effects of university anthems.

From a practical implications perspective, this research suggests that universities should consider the frequency and context of anthem use to avoid saturation and maintain its effectiveness as a communal binding tool. Playing the anthem too often can reduce its specialness and the intended positive effects. Eccles' (14) research on overexposure to stimulation states that this can reduce motivation, an important warning for university administrators to strategically manage the use of institutional symbols.

Finally, this research offers important insights for university administrators in developing strategies to enhance student engagement. By understanding the precise impact of anthems and other cultural symbols, universities can design more effective activities to strengthen institutional identity and increase student loyalty. Applying these findings can help universities develop strategies that not only enhance student engagement but also strengthen their long-term relationship with the institution.

4 Conclusion

The conclusions of this research affirm that the Universitas Trunojoyo Madura anthem has a significant impact on student engagement and loyalty. The main findings show that exposure to the anthem increases students' positive perceptions of the university, strengthens communal identity, and increases loyalty to the institution. By providing insights into how the anthem influences students, this research offers evidence that cultural symbols in higher education not only support institutional identity but also play an important role in shaping student behavior and attitudes.

In the realm of arts and literature, both in theory and practice, these findings demonstrate how artistic and literary works—such as anthems—can be leveraged to influence and guide communities. The anthem, as a vocal piece of literature, serves not only as an artistic expression but also as a powerful educational and unifying instrument. These results offer a fresh perspective on the application of arts and literature within educational institutions, highlighting their capacity to engage and shape individual values and emotions, thereby fostering a stronger sense of community attachment.

However, this research has limitations in terms of scope and methodology. The number of respondents and research locations is limited, which may not fully reflect the perceptions of students at other universities in Indonesia or outside Indonesia. Therefore, future research involving larger and more diverse samples and using quantitative methods can provide better external validity and allow for broader generalization. Further research could also explore the influence of similar cultural symbols in various geographical and cultural contexts to gain a deeper understanding of the dynamics between art, literature, and institutional identity.

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