

# turnitin unesa1

## 74 Turnitin

 JITSE

---

### Document Details

Submission ID

trn:oid:::3618:108708834

Submission Date

Aug 18, 2025, 10:01 AM GMT+7

Download Date

Aug 18, 2025, 10:04 AM GMT+7

File Name

74 Turnitin.pdf

File Size

130.8 KB

1 Page





527 Words

3,431 Characters




# 12% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

## Match Groups

- 
**5 Not Cited or Quoted 12%**  
 Matches with neither in-text citation nor quotation marks
- 
**0 Missing Quotations 0%**  
 Matches that are still very similar to source material
- 
**0 Missing Citation 0%**  
 Matches that have quotation marks, but no in-text citation
- 
**0 Cited and Quoted 0%**  
 Matches with in-text citation present, but no quotation marks

## Top Sources

- 4%  Internet sources
- 0%  Publications
- 8%  Submitted works (Student Papers)

## Integrity Flags

0 Integrity Flags for Review

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

## Match Groups

- 5** Not Cited or Quoted 12%  
Matches with neither in-text citation nor quotation marks
- 0** Missing Quotations 0%  
Matches that are still very similar to source material
- 0** Missing Citation 0%  
Matches that have quotation marks, but no in-text citation
- 0** Cited and Quoted 0%  
Matches with in-text citation present, but no quotation marks

## Top Sources

- 4% Internet sources
- 0% Publications
- 8% Submitted works (Student Papers)

## Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

<b>1</b>	Student papers	
Universitas Negeri Surabaya on 2025-02-19		5%
<b>2</b>	Student papers	
Nottingham Trent University on 2024-08-16		3%
<b>3</b>	Internet	
journal.iel-education.org		2%
<b>4</b>	Internet	
e-journal.undikma.ac.id		2%

# Rebranding and Restructuring Strategy of Physics Education Study Program in PTS NTB: UNDIKMA Case Study

Dwi Pangga<sup>1\*</sup>, I Wayan Lasnawan<sup>2</sup>, I Gusti Putu Suharta<sup>2</sup>, I Wayan Widiana<sup>2</sup>, Cahyo Febri Wijaksono<sup>3</sup>

<sup>1</sup>Universitas Pendidikan Mandalika, Mataram, Indonesia  
<sup>2</sup>Universitas Pendidikan Ganesha, Singaraja, Indonesia  
<sup>3</sup>Universität für Weiterbildung Krems, Krems an der Donau, Austria

3

1  
4

2

<div>Check for updates</div> <div>OPEN ACCESS</div> <div>CC BY</div>	DOI : <a href="https://doi.org/10.63230/jitse.1.2.74">https://doi.org/10.63230/jitse.1.2.74</a>
<div>Sections Info</div> <div>Article history:</div> <div>Submitted: August 9, 2025</div> <div>Final Revised: August 18, 2025</div> <div>Accepted: August 18, 2025</div> <div>Published: August 19, 2025</div> <div>Keywords:</div> <div>Enrollment Trends;</div> <div>Higher Education Indonesia;</div> <div>Physics Education;</div> <div>Rebranding Strategy.</div>	<div>ABSTRACT</div> <div>Objective: This study investigates the declining enrollment trend in the Physics Education Study Program at Universitas Pendidikan Mandalika (UNDIKMA), a private higher education institution in West Nusa Tenggara, Indonesia. The objective is to identify the factors contributing to reduced student interest and to propose strategic interventions to revitalize the program amid increasing competition between public and private universities. Method: A mixed-methods approach was employed, combining longitudinal analysis of enrollment data with qualitative insights from interviews, surveys, and document reviews. Comparative data from similar study programs at both private and public universities in the region were also examined. Additionally, SWOT and TOWS analyses were conducted to generate strategic recommendations. Results: The findings reveal a consistent decline in enrollment, influenced by limited career prospects for physics education graduates, dominance of public universities in the region, outdated curricula, and weak promotional strategies. Comparative analysis underscores structural disparities in institutional reputation and resource allocation between private and public institutions. Novelty: This study highlights the urgent need for contextually adaptive strategies to sustain science-based teacher education in non-metropolitan regions. The proposed interventions – curriculum restructuring, digital rebranding, alum engagement, and hybrid learning formats – offer an integrated framework for enhancing program appeal. The research contributes to policy discourse on sustaining strategic academic programs in private institutions by emphasizing the importance of institutional identity and targeted communication.</div>

## INTRODUCTION

Over the past two decades, higher education in Indonesia has undergone a significant transformation, driven by the growing number of institutions and intensifying competition among both public and private universities. The decentralization of education, national selection policies, and demands for quality assurance have placed considerable pressure on higher education institutions to remain relevant and competitive (Aphar et al., 2024). One direct consequence of these dynamics has been the disparity in program attractiveness, particularly in science-based teacher education programs such as Physics Education, which have seen a notable decline in student interest, especially in private universities (PTS).

This phenomenon is exemplified by the case of the Universitas Pendidikan Mandalika (UNDIKMA), a private university in West Nusa Tenggara (NTB), where enrollment in the Physics Education Study Program fell from 20 students in 2020 to 15 in 2024, reaching its lowest point at only nine students in 2023. Similar declining trends have also been recorded in other private universities in NTB, including Universitas Hamzanwadi, Universitas Muhammadiyah Mataram, Universitas Samawa, STKIP Taman Siswa Bima, and STKIP Bima. This downward trend not only threatens the