SEMANTIC PROFILE OF UNIVERSITY'S VISION AND MISSION: A PROSPECTIVE CASE STUDY

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ABSTRACT

This paper proposes the semantics of product functions in a private university in Indonesia. The so-called product of the university is the Vision and Mission that carries intended and aligned message to its target readers/customers. Therefore, this research aims at mapping the semantic profile of University's Vision and Mission. Analysing this issue, qualitative-descriptive method was implemented to break-down the message of the product function. The results showed that the product clusters the message into general structure of the product, open word class clustering, and word clustering based on meaning association. The semantics then voluntarily specifies particular strategies based on its meaning association. Additionally, the findings suggested that the product function was discovered by analysing the descriptive words in the Vision and Missions. From this discovery, the product can then be mapped into its function class and type. This then specifies possible strategies implemented in "marketing" the product. From the result, it can be concluded that mapping out the message and strategy of the product can best aid universities in improving their language design in every product they have.

Keywords: Semantic Profile, Vision-Mission, Meaning Mapping.

INTRODUCTION

It is not commonly known that that expressions of particular brand actually represent company's technical function and interactive function. One of them is from that of Vision and Mission of UNIKOM, which turns out to be one way to market its identity to customers. At the same time, UNIKOM wants to make sure that the product is well-constructed, therefore it is prominent that it contains message aligned in such a way to intend the fullest meaning to the customer, easily called as semantic profile. Semantic profile attempts to narrate the message of the products in such a way that the customers can understand, further expanded as Design Thinking [2]. Simply saying, the semantic profile of the product should then be understood easily to the customers, it is the symbolic qualities of how man-made products can be understood.

Some studies on semantic profile have been conducted; in which students are exercised and drilled to create best references for designing brand image. Additionally, process of encoding symbolic representation on brand's identity has also been conducted. Alie and Liem made comparative analysis between product semantics and formal aesthetic of the language, leading to how semantic profile become relevant in creating meaning. Sunde discussed the issue on how various design elements are used to achieve desired attributes and characteristics in the sign of the products. Hughes discussed about the conceptual structure and content of the product in order to characterize user product interaction. However, none of the studies have taken into account the issue in how semantic profile uncovers strategies used in the expressions and how the strategies are grouped to represent the functional and interactive functions of the products.

In doing this, analytic-descriptive method was implemented in order to access the meaning/message of the products and how the meaning can yield particular strategies. It is expected that the discovery of the aligned message and strategies can give UNIKOM better understanding of its own Vision and Mission as its product of representation.

DATA SOURCE

The data was obtained from company's official website at ***www.unikom.ac.id***, under the "about" menu, the expression vision and missions could be discovered. The meaning association in each word of the expression was studied through their synonymous meaning or association so that the message voluntarily yielded specified strategies. The data were first calculated using Text Analyser (https://www.online-utility.org/text/analyzer.jsp) in order to achieve accurate statistical characteristics of the words. They were then grouped and classified based on their synonymous meaning to obtain deeper characteristic of the expression. The discussion was then described systematically in order to achieve not only well-analysed data but also well-organized description. The following was the data obtained from the mentioned website.

Vision

To be a leading university in the field of Information & Communication Technology, Global insightful, spirited entrepreneur and to be a leading Centre in the field of Science and Technology that supports the National Development and oriented to the interests of the Community, Nation and State.

Mission

Providing a modern higher education based on the culture of the organization of UNIKOM, PIQIE (Professionalism, Integrity, Quality, Information Technology, Excellence), with a conducive Educational System and Study Programs that are based on software, Hardware, Entrepreneurship and Multimedia Animation, by optimizing existing resources based on the Principles of Efficiency, Effectiveness and Productivity.

METHODS

This study is a prospective case one [6] using analytic-descriptive method [7]. The prospective case study intends to offer improved content/message to the products presented in the semantic profile, which is the Vision and Missions as the data/product. The data was the Vision and Missions of Universitas Komputer Indonesia (UNIKOM). The message aligned in the expressions of the Vision and Missions was intentionally made to represent company's branding and image, and therefore this expression can also be said as one of its marketing strategy. As company's vital representation to foreign customers, it is then vital to disclose how the message aligned in the expression.

THEORETICAL REVIEW

Park and McKilligan (2014) said that expressions of particular brand actually represent company's technical function and interactive function. This means that the expression of Vision and Mission of UNIKOM may serve as a way the company market its identity to customers. Park and McKilligan (2014) further said that making sure that the product is well-constructed is then prominent since it contains message aligned in such a way to intend the fullest meaning to the customer, easily called as semantic profile. This so called semantic profile basically attempts to narrate the message of the products in such a way that the customers can understand, Karjalainen (2003) argued that the expansion to this term is called as Design Thinking. Simply saying, the semantic profile of the product should then be understood easily to the customers, it is the symbolic qualities of how man-made products can be understood.

Castro and Vincente (2018) have conducted such studies in which students are exercised and drilled to create best references for designing brand image. Additionally, process of encoding symbolic representation on brand's identity has also been conducted. Alie and Liem (2014) made comparative analysis between product semantics and formal aesthetic of the language, leading to how semantic profile become relevant in creating meaning. Sunde discussed the issue on how various design elements are used to achieve desired attributes and characteristics in the sign of the products. Hughes discussed about the conceptual structure and content of the product in order to characterize user product interaction.

RESULTS AND DISCUSSION

Results

In order to understand the content of the product, it is important to discover the statistical characteristics. This so called statistical analysis using text analyser results in several findings, such as the followings:

A. General Information about the product

This information illustrates the general information concerning the product under investigation, namely the vision and mission of UNIKOM.

Table 1. Statistical Characteristics using Text Analyzer

Number of characters (including spaces)	726
Number of characters (without spaces)	602
Number of words	100
Lexical Density	65.0000
Number of sentences	2
Number of syllables	220

'Most important of what Table 1 shown is the lexical density [9] since it shows the words counted to be different from other words in the expression, therefore the occurrence of same words is considered as the same lexeme [10]. After this, it is also prominent to determine which of the expression are included in open class words [11] so the expression can well be described through them. Open class words are words that can be extended or shortened [11] However, among the open class words itself, it is also worth of attention that two words in the expression are not English word but exclusively created as company's signature; namely "unikom" and "piqie". Unlike those words, "vision" and "mission" are actually the heading words for the whole expression. For that reason, those four word will not be included in the analysis.

B. Open-word Class Clustering

Based on the above findings, the clustering of the open class words is made to further discover the density of the product. In addition to that, their categorization is also mapped based on word distribution in the expression. The result is as follow:

Table 2. Open Class Words Cluster

No	Order	Word	Occurrence	Percentage	Category
1	7	technology	3	3.0000	Noun
2	8	based	3	3.0000	Adjective
3	9	information	3	3.0000	Noun
4	13	leading	2	2.0000	Adjective
5	14	field	2	2.0000	Noun
6	16	entrepreneur	1	1.0000	Noun
7	18	culture	1	1.0000	Noun
8	19	professionalism	1	1.0000	Noun
9	20	principles	1	1.0000	Noun

No	Order	Word	Occurrence	Percentage	Category
10	21	optimizing	1	1.0000	Noun
11	22	spirited	1	1.0000	Adjective
12	23	development	1	1.0000	Noun
13	24	insightful	1	1.0000	Adjective
14	25	community	1	1.0000	Noun
15	26	education	1	1.0000	Noun
16	28	modern	1	1.0000	Adjective
17	29	organization	1	1.0000	Noun
18	30	global	1	1.0000	Adjective
19	32	state	1	1.0000	Noun
20	33	university	1	1.0000	Noun
21	34	entrepreneurship	1	1.0000	Noun
22	35	oriented	1	1.0000	Verb
23	36	quality	1	1.0000	Noun
24	37	supports	1	1.0000	Noun
25	38	productivity	1	1.0000	Noun
26	39	conducive	1	1.0000	Adjective
27	40	study	1	1.0000	Noun
28	41	communication	1	1.0000	Noun
29	42	providing	1	1.0000	Noun
30	43	interests	1	1.0000	Noun
31	44	software	1	1.0000	Noun
32	45	resources	1	1.0000	Noun
33	46	efficiency	1	1.0000	Noun
34	47	effectiveness	1	1.0000	Noun
35	48	animation	1	1.0000	Noun
36	49	center	1	1.0000	Noun
37	50	programs	1	1.0000	Noun
38	52	nation	1	1.0000	Noun
39	54	existing	1	1.0000	Adjective
40	55	system	1	1.0000	Noun
41	57	multimedia	1	1.0000	Noun
42	58	higher	1	1.0000	Adjective
43	60	educational	1	1.0000	Adjective
44	61	national	1	1.0000	Adjective
45	62	integrity	1	1.0000	Noun
46	63	hardware	1	1.0000	Noun
47	64	science	1	1.0000	Noun
48	65	excellence	1	1.0000	Noun

Table 2 obviously shows that only forty-five open-class lexical constructed the product with most one-time occurrence and percentage. Leaving only *technology, based,* and *information* as the most occurrence of three times, followed by *leading* and *field* with two times of occurrence in the expression. Additionally, the product is mostly constructed by Nouns, followed by Adjectives. This simply suggests that the product is built upon this basis.

C. Meaning-associated Word Grouping

From the clustering in Table 2, the words in the expression can then be grouped into four main clusters based on their meaning association. This grouping represents company's product in terms of its self-dependency (1), the field in which it operates (2), fulfilment towards company's operation (3), and (4) the future of the company itself. The groupings are as follow:

Table 3 Word Grouping based on Meaning Association

Independency	*Conventionality*	*Identity*	*Modernity*
Leading	Based	Education	Technology
Entrepreneur	Field	Organization	Information
Spirited	Culture	University	Science
Entrepreneurship	Professionalism	Study	Modern
Oriented	Principles	Educational	Global
Quality	Optimizing		Communication
Supports	Development		Software
Providing	Community		Animation
Resources	State		System
Efficiency	Productivity		Hardware
Effectiveness	Conducive		Multimedia
Center	Interests		
Integrity	Programs		
Excellence	Existing		
Insightful	Nation		
	Higher		
	National		

DISCUSSION

After mapping out the result in the refined finding as show in Table 3. The words expressed in the product can now then be included into Function Class and Interactive Function [1] so that the intended message aligned in the product can then be discovered. In doing this, a categorization of product function [2] is used to measure the categorization. The words grouped in Table 3 will be aligned with the descriptive words in the product function.

.   **Table 4**. Categorization of Product Functions (source: Warell 2001 in [2])

Function Class	*Function Type*			*Descriptive Words*
Technical Functions	Operative	Primary	Transforming	Transform Transmit Rotate Regulate Convert Supply
		Secondary	Communication Interface Power Control Protection	
	Structural			Connect Support Restrain
Interactive Functions (human-product interaction)	Ergonomic			Protect Enable Facilitate Fit/Suit
	Communicative	Semantic		Express Describe Identify Exhort
		Syntactic		Refer Connect Unite Discern Balance

The *Independency* group is clearly defined as *Technical Function* since they share similar word *support* in their descriptive word. The descriptive word *transform* and *transmit* in the *Technical Function* share similar meaning as *development* and *productivity* in the *Conventionality* group. Both words have the sense that there exist *movements* –either physically or non-physically-- in conducting particular actions in the company, and that the movements should lead to the betterment. The words group in *Identity* clearly identifies the *Interactive Functions* of the company to the consumer, that the company operates in the field of education. Not to say the least, the words grouped in *Modernity* not only describe what the company is doing but also refer to what the company wants to achieve. This grouping is clearly shown to be included in the *Interactive Function* of the Product Function.

This early discussion leads to the fact that the words expressed in the Vision and Mission of UNIKOM are said to be balance since they share the Technical and Interactive Functions at the same time. Although the products are mainly constructed with Noun rather than Adjective; which

commonly serves as the modifier of Noun--UNIKOM in this term--, the words in the Vision and Mission represent the company in general.

However, since the meaning associated in the words of the expression are not directly referring to the product function table indicates less effective wordings in the expression. This happens because most Nouns constructing the Vision and Missions require more propositional analysis [8] in accessing the meaning. It is then suggested to give more descriptive words or attributive words in the expression in order to clarify more communicative function in terms of its ergonomic function. This happen may be due to many Nouns constructing the expression. The absence of attributive words in the expression also impacts upon the functional type since the descriptive words in the product function are not well covered in the word grouping.

To sum up the discussion, *Independency* and *Conventionality* groupings of the Vision and Mission of UNIKOM represent the Technical Function of the product function, and therefore meet the operative and structural type of the product or expression. On the other hand, *Identity* and *Modernity* Groupings of the Vision and Missions of UNIKOM represent the Interactive Function (human-product interaction) and therefore meet *ergonomic* and *communicative* type of the product or expression. The presentation of Vision and Missions of UNIKOM in this fashion –with many Nouns constructing it—is one marketing strategies to cover more scope in order to attract more customers. Not only that, the two sentences of Vision and Mission can also be a strategy to simplify the delivery of the message to the customers, despite its difficult propositions.

CONCLUSION

In marketing its product of expression, the Vision and Missions, UNIKOM has implemented two strategies namely Noun-constructing and Two-sentences expressions. Both strategies can cover the Technical and Communicative Functions of the Vision and Mission to the customers.

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