



INTERNATIONAL COMMUNITY SERVICE PROGRAM THROUGH ACADEMIC COLLABORATION AND INDUSTRIAL EXPOSURE IN MALAYSIA: STRENGTHENING GLOBAL NETWORKING AND HIGHER EDUCATION INTERNATIONALIZATION

Nuryati¹, Furtasan Ali Yusuf², Eva Aqilah Abu Jalil³, Saprudin⁴, Suheri⁵, Sri Nuraida⁶, Mad Uma⁷, Rizqon Nujludin⁸, Matlaul Anwa⁹, Evi Gustini¹⁰, Supriyadi¹¹, Tuti Alawiah¹², Nurul Dewi Hayati¹³

^{1,2,4,5,6,7,8,9,10,11,12,13} Universitas Bina Bangsa, Indonesia

³Faculty of Business Management and Professional Studies, Management and Science University, Malaysia.

Email: nuryati@binabangsa.ac.id¹, fa_y@binabangsa.ac.id², eva_aqilah@msu.edu.my³, ust.saprudin@gmail.com⁴, rizqonnuzuludin71@guru.sd.belajar.id⁸, anwarmatlaul@gmail.com⁹, evigustini2019@gmail.com¹⁰, mulyadiazz17@gmail.com¹¹, talawiah123@gmail.com¹², hayatinuruldewi@gmail.com¹³

Abstract

The internationalization of higher education has become a strategic agenda for universities in enhancing academic quality and global competitiveness. This community service program (PKM) was conducted in Malaysia from 2–5 September 2026 by the Association of Indonesian Lecturers (IDDDRI) Banten Province involving delegates from several Indonesian universities. The activities included international seminars, academic discussions, institutional visits, signing of Memoranda of Understanding (MoU) with Management and Science University (MSU) and SEGi University, and industrial visits to Kumpulan Media Karangraf. The program employed participatory and collaborative approaches through knowledge sharing, academic networking, and experiential learning. The results indicated significant achievements in strengthening international partnerships, increasing participants' global perspectives, expanding opportunities for collaborative research and publications, and enhancing institutional networking. The program demonstrates that international community engagement can effectively support higher education internationalization and contribute to sustainable academic collaboration.

Keywords: Community Service, Internationalization, Higher Education, Academic Collaboration, Malaysia

INTRODUCTION

The rapid development of globalization has transformed the landscape of higher education worldwide. Universities are increasingly encouraged to establish international partnerships to enhance academic quality, research productivity, and community engagement (Altbach & Knight, 2007). Internationalization is no longer considered an optional activity but rather a strategic necessity for improving institutional competitiveness and sustainability in the global educational environment.

Community service programs implemented internationally provide opportunities for academics to exchange knowledge, share best practices, and establish collaborative networks beyond national boundaries. According to De Wit et al. (2021), international collaboration contributes significantly to institutional capacity building, intercultural competence, and global citizenship development among higher education stakeholders.

Indonesia has continuously encouraged universities to strengthen international cooperation through academic exchanges, collaborative research, and community engagement initiatives. These activities align with the national higher education agenda promoting global engagement and implementation of the Tri Dharma of Higher Education (Kemendikbudristek, 2024).

One practical effort to support this agenda was the International Community Service Program organized by the Association of Indonesian Lecturers (IDDRI) Banten Province in Malaysia. The program involved delegates from universities in Banten, Jakarta, and West Java. Activities included international seminars, institutional collaborations, MoU signings, and industrial visits aimed at enhancing participants' academic competencies and expanding international networks.

The present article aims to describe the implementation process, outcomes, and impacts of the international PKM program as a model for strengthening higher education internationalization through collaborative academic and industrial engagement.

METHOD AND PROCEDURES

This community service program employed a participatory and collaborative approach involving academics from Indonesia and Malaysia. Activities were implemented through seminars, academic discussions, institutional networking, and industrial exposure programs. The approach emphasized knowledge exchange, partnership development, and experiential learning.

The program was conducted from 2–5 September 2026 at three main locations: Management and Science University (MSU), SEGi University, and Kumpulan Media Karang kraf, Malaysia. Participants consisted of lecturers and academic representatives from several Indonesian higher education institutions, including Universitas Bina Bangsa.

Table 1. Program Implementation Framework

Stage	Activities	Expected Outcomes
Preparation	Coordination with Malaysian institutions	Program readiness
Implementation	International seminar and PKM	Knowledge sharing
Institutional Collaboration	MoU signing with universities	Sustainable partnerships
Industrial Exposure	Visit to Karang kraf Media Group	Professional insights
Evaluation	Reflection and documentation	Future collaboration plans



The figure shows the implementation flow of the International Community Service Program (PKM) organized by IDDRI Banten Province in Malaysia on September 2–5, 2026. The flow of activities is arranged systematically from the planning stage to program follow-up to ensure the achievement of the goals of internationalization of higher education and strengthening global academic networks.

RESULTS

3.1 International Seminar and Academic Exchange

The seminar activities conducted at MSU Malaysia provided opportunities for Indonesian and Malaysian academics to discuss current issues in higher education, research development, and community engagement. Based on the documentation, active interactions occurred between participants and presenters, indicating strong engagement during the sessions.

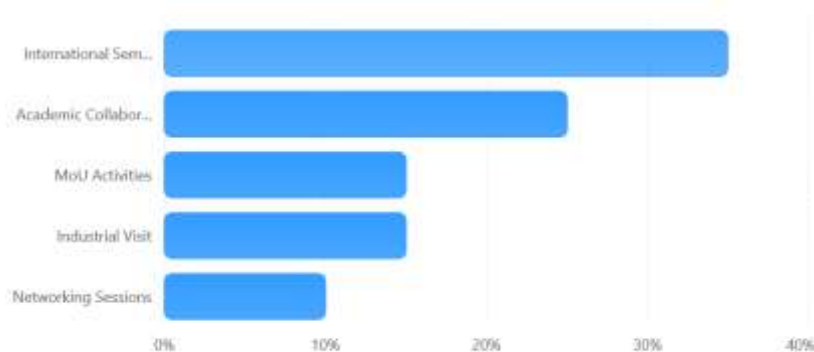
The seminar facilitated knowledge transfer and promoted intercultural academic communication. Such interactions are essential for enhancing international competencies among university lecturers and researchers (Knight, 2015).

Figure 2. Documentation-Based Activity Distribution

Documentation-Based Activity Distribution

Documentation-Based Activity Distribution

Distribution of activity components implemented during the International Community Service Program in Malaysia.



Penjelasan Figure 2

Gambar tersebut menunjukkan distribusi aktivitas yang dilaksanakan selama program PKM Internasional di Malaysia. Kegiatan seminar internasional menjadi komponen terbesar dengan proporsi 35%, karena merupakan agenda utama dalam pertukaran pengetahuan dan pengalaman akademik antara peserta dari Indonesia dan Malaysia. Aktivitas kolaborasi akademik menempati posisi kedua sebesar 25%, mencerminkan pentingnya diskusi dan pengembangan jejaring akademik internasional.

Sementara itu, kegiatan penandatanganan MoU dan kunjungan industri masing-masing berkontribusi sebesar 15%, yang menunjukkan fokus program pada penguatan kerja sama kelembagaan serta peningkatan wawasan peserta mengenai praktik industri global. Adapun networking sessions sebesar 10% berperan sebagai sarana membangun hubungan profesional dan membuka peluang kolaborasi berkelanjutan di masa mendatang.

Secara keseluruhan, distribusi kegiatan tersebut menggambarkan bahwa program tidak hanya berfokus pada aspek akademik, tetapi juga mengintegrasikan penguatan kemitraan institusional, pengalaman industri, dan pembangunan jejaring internasional sebagai bagian dari strategi internasionalisasi perguruan tinggi.

3.2 Strengthening Institutional Partnerships

A significant outcome of the program was the signing of Memoranda of Understanding (MoU) between Indonesian institutions and two Malaysian universities, namely:

- Management and Science University
- SEGi University



These agreements establish foundations for future collaboration in:

- Joint research projects
- Academic publications
- Student exchange programs
- Lecturer mobility
- Curriculum development

International institutional partnerships have been identified as critical factors supporting sustainable university development and global engagement (Hudzik, 2011).

3.3 Academic Networking Enhancement

Documentation from SEGi University showed direct engagement between Indonesian delegates and international academic communities. Such interactions facilitate professional networking and increase opportunities for collaborative academic activities.

Participants reported a broader understanding of international higher education practices, institutional governance, and academic culture. These findings support previous studies indicating that international academic exposure contributes positively to professional development and global competence (Jones, 2017)

3.4 Industrial Exposure at Kumpulan Media Karang kraf

Industrial visit to:

Kumpulan Media Karang kraf



provided participants with insights into media management, digital transformation, content production systems, and technological innovation within contemporary media industries.

The visit demonstrated how media organizations adapt to digital disruption through innovation and integrated communication systems. Such exposure enriches participants’ understanding of industry-academia relevance and supports curriculum development aligned with current professional demands.

3.5 Program Outcomes

The international PKM program generated several important outcomes:

INDICATORS	ACHIEVEMENT
International Academic Collaboration	ACHIEVED
International Seminar Implementation	ACHIEVED
MoU Establishment	ACHIEVED
Industrial Exposure Activities	ACHIEVED
Research Collaboration Opportunities	INCREASED
International Networking Expansion	INCREASED
Participant Global Competence	IMPROVED

Table 3. Summary of Program Outcomes and Impacts

Program Component	Output	Immediate Impact	Sustainability Potential
International Seminar	Knowledge-sharing sessions with Malaysian academics	Improved academic insights and intercultural communication	High

Program Component	Output	Immediate Impact	Sustainability Potential
Community Service Activities	International implementation	PKM Strengthened community engagement experience	High
MoU Signing	Formal agreements with MSU and SEGi University	Institutional collaboration established	Very High
Academic Networking	Meetings with international scholars and students	Expanded professional networks	Very High
Industrial Visit	Exposure to media industry practices at Karangkrab	Enhanced understanding of digital transformation	High
Future Collaboration Opportunities	Research, publication, and mobility initiatives	Long-term international partnership development	Very High

Table 3 summarizes the outcomes and impacts of the various components of the international PKM program, ranging from academic activities to institutional collaboration and industrial exposure.

Overall, each program component not only produced direct outputs but also generated short-term impacts such as improved participants' competencies, enhanced academic understanding, and strengthened intercultural communication. For example, the International Seminar facilitated knowledge exchange with Malaysian academics, which contributed to broader academic insights and improved intercultural communication skills.

From an institutional perspective, the signing of Memorandums of Understanding (MoU) with Management and Science University (MSU) and SEGi University reflects strong formal collaboration with very high sustainability potential, particularly in research, publication, and academic exchange initiatives.

In addition, activities such as Academic Networking and Future Collaboration Opportunities demonstrate that the program goes beyond short-term engagement, as it actively builds long-term professional networks and sustainable international partnerships. Meanwhile, the industrial visit to Karangkrab provided practical exposure to media industry practices and digital transformation, thereby strengthening participants' understanding of real-world applications of technology in industry.

In conclusion, the table highlights that the international PKM program has strategic impacts covering individual capacity building, institutional strengthening, and the development of sustainable global collaboration networks.

CONCLUSION

The International Community Service Program conducted in Malaysia successfully supported higher education internationalization through academic collaboration, institutional partnership development, and industrial engagement. The activities enhanced participants' global perspectives, strengthened international networks, and opened opportunities for sustainable collaboration in education, research, and community service.

The signing of MoUs with Malaysian universities and the industrial visit to Karangkrak Media Group represent concrete outcomes that can support future collaborative initiatives. Therefore, similar international PKM programs should be continuously developed to strengthen the global competitiveness of Indonesian higher education institutions.

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