

Vision Mission of Muhammadiyah University in Indonesia: Ideology Analysis Of Norman Fairclough Approach

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ABSTRACT

Muhammadiyah have features to build the spirit of social and community education to be more developed and educated. showing the teachings of islam is not just a religion personal and static but dynamic and domiciled as a human life in all aspects. This study attempts to describe and explain the ideology of the vision and mission of Muhammadiyah University in Indonesia using content analysis method. This research is expected to descriptive qualitative research with the critical analysis discourse approach as suggested by Norman Fairclough with the elements that analyzes namely representation, relationships, and the identity. The results of the analysis and discussion shows that the ideology of Muhammadiyah University in Indonesia dominated by ideology inclined to Muhammadiyah Islamic. The results of the analysis element representation shows that almost all Muhammadiyah University in Indonesia has ideology Islam and Muhammadiyah to be *ijtihad* and *tajdid* based on and Muhammad ways. Direction and purpose from which missions made focused on Islamic values. While when viewed from the aspect most many appear on a mission is the aspect of religiously so further strengthen the statement. In addition to that is the nature of Muhammadiyah will influence in the formation of this mission, namely of active properties in the progression of society with a view *islah* and development in accordance with the teachings of Islam. Meaning which is formed on the series of between another sentences put the vision and mission in a positive representation so that it can affect those who read it. The relation of elements show that vision and mission Muhammadiyah University in Indonesia construed most only to proselyte Islamic. Elements power in it is so great that relation which is construed in a discourse vision is something that is regarded reasonable for the maker. While of an identity element that discourse maker displayed in the text is a personal, group, or institution that submitted to Islam.

Keywords: Muhammadiyah University, Norman Fairclough Approach, Ideology, Vision, Mission, discourse analysis

ABSTRAK

Muhammadiyah memiliki fitur untuk membangun semangat pendidikan sosial dan masyarakat agar lebih maju dan terdidik. Muhammadiyah menunjukkan ajaran Islam bukan hanya agama yang bersifat pribadi dan statis tapi dinamis serta berkedudukan sebagai kehidupan manusia dalam segala aspek. Penelitian ini mencoba untuk mendeskripsikan dan menjelaskan ideologi visi dan misi Universitas Muhammadiyah di Indonesia dengan menggunakan metode analisis isi. Penelitian ini diharapkan dapat mendeskripsikan penelitian kualitatif dengan pendekatan wacana analisis kritis seperti yang disarankan oleh Norman Fairclough dengan unsur - unsur yang menganalisa yaitu representasi, hubungan, dan identitas. Hasil analisis dan diskusi menunjukkan bahwa ideologi Universitas Muhammadiyah di Indonesia didominasi oleh ideologi yang cenderung ke Muhammadiyah Islam. Hasil representasi elemen analisis menunjukkan bahwa hampir semua Universitas Muhammadiyah di Indonesia memiliki ideologi Islam dan Muhammadiyah untuk menjadi ijtihad dan tajdid berdasarkan dengan cara Muhammad. Arah dan tujuan dari misi difokuskan pada nilai-nilai Islam. Sedangkan bila dilihat dari aspek yang paling banyak tampil di sebuah misi adalah aspek religius sehingga semakin memperkuat pernyataan tersebut. Selain itu adalah sifat Muhammadiyah akan berpengaruh dalam pembentukan misi ini, yaitu sifat aktif dalam perkembangan masyarakat dengan pandangan Islam dan pembangunan sesuai dengan ajaran Islam. Arti yang terbentuk pada rangkaian antara kalimat lain menempatkan visi dan misi dalam representasi positif sehingga bisa mempengaruhi mereka yang membacanya. Hubungan unsur menunjukkan bahwa visi dan misi Universitas Muhammadiyah di Indonesia ditafsirkan paling hanya untuk menganiaya Islam. Elemen kekuasaan di dalamnya sangat besar sehingga relasi yang ditafsirkan dalam wacana penglihatan adalah sesuatu yang dianggap masuk akal bagi pembuatnya. Sedangkan elemen identitas yang dimainkan oleh pembuat wacana dalam teks adalah kelompok pribadi, kelompok, atau institusi yang diserahkan ke Islam.

Kata kunci: Universitas Muhammadiyah, Pendekatan Norman Fairclough, Ideologi, Visi, Misi, Analisis Wacana

INTRODUCTION

Muhammadiyah organization has been recognized for many years ago and been existed as Islam organization in Indonesia. Muhammadiyah was established on 18 November 1912 or 18 Dzulhijjah 1330 in Islamic year. The founder of Muhammadiyah is K.H. Ahmad Dahlan, he was born in Kauman village, Yogyakarta in 1868 with the name of Muhammad Darwis. His father was K.H Abu Bakar, a preacher of the great mosque of the Sultanate of Yogyakarta and descent of Maulana Malik Ibrahim. Her mother was Siti Aminah, daughter of K.H. Ibrahim, the leader of the Sultanate of Yogyakarta ([Adaby Darban, 2000: 76](#)). Muhammadiyah University is an institute of higher education and research that provides academic degrees in various fields

with Qur'an and Hadith based teaching. The main purpose of the establishment of Muhammadiyah University is to restore the deviations that occur in Islamic teachings that have been mixed with many customs in certain areas by reason of adaptation. Muhammadiyah movement is characterized by building a spirit of social order and education of a more advanced and educated society, displaying the teachings of Islam is not just a religion that is personal and static, but dynamic and positioned as a system of human life in all aspects. In formation, Muhammadiyah mostly reflects on the orders of the Qur'an, therefore the vision of the mission must reflect the values of the Qur'an.

The vision according to [Akdon \(2006: 94\)](#) is a picture of the realistic future and soon be realized within a certain period. Vision is a current spoken or written statement, which is current management process that covers the future. Hax and Majluf in [Akdon \(2006: 95\)](#) state that vision is a statement meaning to (a) communicate the reason for the existence of the organization in sense of purpose and main task; (B) show the framework of relationship between organization and its stakeholders (human resources of the organization, consumer / citizen, other related parties); (C) State the main objectives of organizational performance in terms of growth and development.

According to [Prasetyo and Benedicta \(2004: 8\)](#) mission is something that determines the needs of company desire and wish where they are positioned and seek for satisfaction. The mission of products and services produced by markets, organizations, companies can be utilized to finally meet the needs. The mission must be realistic in the organization so as to produce quality products or services, can meet the needs, desires and expectations of its customers.

This study conducts critical discourse analysis focused on the ideology embodied in the vision and mission of Muhamamdiyah University in Central Java. Ideology is a term born in the late 18th century or 1796 which was put forward by the French philosopher named Destutt de Tracy and was later used by Napo-

leon. The term comes from two words *ideos* meaning idea and *logos* which means science. Thus, ideology is a science of ideas. The idea in accordance is the idea of the future, so it can be concluded that ideology is a science of the future. This idea is also an ideal or a combination of both, the ideals of the future. The future not only can be utopia or dream but also scientific and rational idea at the same time based on the analysis of the present. This ideology is not merely an idea, but an idea followed and embraced by a large group of people or nations, so ideology therefore forces people to realize the idea. Although one's ideas, however scientific it is, rational or sublime, it cannot be called ideologies, if it has not been embraced by many and are struggled and manifested by continuous actions ([Sarhini, 2005: 1](#)).

Therefore, the discourse analysis used is Fairclough approach. According to Fairclough, language is a practical power to see how language users carry a certain ideological value required a thorough analysis. Seeing the language in this perspective brings certain consequences ([Eriyanto, 2012: 285](#)). Based on this statement, Windaningsih in 2012 conducted a research entitled Marginalization of Women in Jawa Pos Newspaper on Female Migrant Workers. One of the result of research concluded that the ideology of patriarchy and feudalism coloring the preaching of Jawa Pos which had a business orientation to become the largest media group and used women as a media commodity.

The Fairclough Approach ([Eriyanto, 2012: 286](#)) divides text d into three dimensions: microstructural or detailed textual analysis in linguistics. Each text respectively has three functions, namely representation, relation, and identity. The function of representation relates to the ways in which social reality is presented in the form of text which generally carries certain ideological contents. Relation refers to the analysis of how construction between text and reader created. This analysis neglects at how the text is delivered. Identity refers to the particular construction of the writer identity. The analysis of text dimensions includes tradi-

tional forms of linguistic analysis -vocabulary and semantic analysis, sentence grammar and smaller units, sound systems (phonology) and writing systems. Fairclough marks all as 'linguistic analysis', although it uses the term in an expanded view. There are several forms or text characteristics that can be analyzed in unrevealing meaning through textual dimensions such as cohesion and coherence, grammar and diction.

Furthermore, the mesostructural or second dimension existing within the framework of critical discourse analysis Norman Fairclough is the discourse practice. In the analysis of this dimension, the interpretation is carried out on the process of discourse which includes aspects of income, dissemination and use of texts. Some of these aspects have more institutional characters; others are processes of use and distribution of discourse. Regarding to institutional processes, Fairclough refers to the institutional routine involved in discourse texts. Discourse practice involves the ways in which media workers produce text.

Finally, the macro structural or analysis of socio-cultural practices of media in the critical discourse analysis of Norman Fairclough is a macro-level analysis based on the notion that the social context existing outside the media actually influences the discourse in the media. Editorial space or journalist is not a sterilized field or space, but it is also determined by factors outside the media itself. Socio-cultural practices analyze three things: economics, politics and culture (especially with respect to values and identity) that also affect the media and its discourse. Discussion of socio-cultural practice includes three levels situational level, related to production and context of the situation Institutional level, related to the influence of institutions internally and externally. The level of social, related to the macro situation, such as political system, economic system, and cultural system of society as a unit. The formulation of the problem in this research is to find the ideology embodies in the vision and mission of Muhammadiyah University of Central Java by using microanalysis dimension by Fairclough through analyzing the rep-

resentations, relationships and identities contained in the vision and mission.

RESEARCH METHODS

This research was qualitative descriptive research. The research method used was content analysis method with reading and record technique. The subjects in this study were the vision of five Muhammadiyah universities. The focus of the research area is in Central Java. Some Muhammadiyah universities in Central Java are among the best universities in Indonesia. In addition, many of the same cultural background so that it is exposed in the vision and mission of Muhammadiyah universities in Central Java. On the basis of this similarity that makes the reason for the selection of Muhammadiyah universities in Central Java. Muhammadiyah universities in Central Java included Muhammadiyah University of Surakarta, Muhammadiyah University of Magelang, Muhammadiyah University of Purworejo, Muhammadiyah University of Purwokerto, and Muhammadiyah University of Semarang. The analytical technique used in this study was to use discourse analysis model proposed by Norman Fairclough. [Fairclough \(2000: 313\)](#) illustrates the three-dimensional framework of discourse analysis as described earlier.

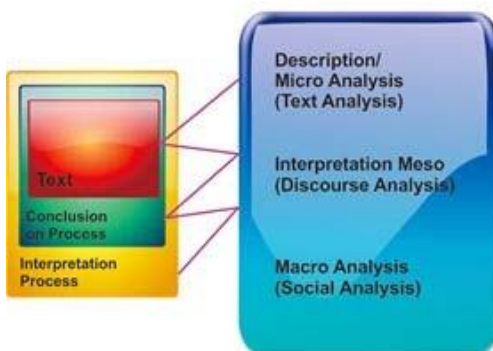


FIGURE 1. FAIRCLOUGH'S THREE DIMENSION DISCOURSE ANALYSIS FRAMEWORK

Data collection methods according to [Sudaryanto \(1993: 132\)](#) is divided into two, namely reading and recording techniques

obtained from the mission vision of each Muhammadiyah University in Central Java. In determining the different language elements used intralingual pad method with the basic technique of intralingual appeal and advanced technique of appeal which is processed in writing analysis. The realization of this method was done by data regulation and tabulation. The method used in the analysis of the determination of isolect as a language, dialect, or subdialect is the method of dialectometry and isoglos method. Leksikostatistics method is a method of grouping the language performed by calculating the percentage of cognate devices (cognate) ([Mahsun, 1995: 115](#)).

RESULTS AND DISCUSSION

This study only performs analysis of the dimension of microanalysis (text analysis) to be able to see the ideology of each subject. To that end, the discourse will be analyzed by looking at the representations, relationships and identities displayed in the vision and mission to the 5 Muhammadiyah Universities of Central Java.

A. REPRESENTATION

Initial research is seen from the linguistic aspects of cohesion and coherence, grammar and diction. Textually the vision of a university must be related to academic scope. This can be seen through the word choices used. The most frequently found words will describe the direction and purpose of a discourse.

1. Representation in the clause

This section deals with how individuals, groups, events, and activities are displayed in the text, in this case the language used ([Eriyanto, 2012: 290](#)). Therefore, the following table of word analysis is often used in the vision of discourse of Muhammadiyah University of Central Java.

2. Representation in sub-sentence

This part related to reveal relationship shown by text, particularly bahasa ([Eriyanto, 2012: 290](#)) Thus, the analysis table hat frequently used by Muhammadiyah University in Central Java.

TABLE 1. ANALYSIS OF VISION OF MUHAMMADIYAH UNIVERSITY IN CENTRAL JAVA

MUHAMMADIYAH UNIVERSITY	DICTION	
Magelang	Islami 'Islamic'	Unggul 'Excellence'
Purworejo	Mulia dalam Akhlak 'Noble'	Unggul 'Excellence'
Surakarta	Islami 'Islamic'	Pusat Pendidikan 'Centre of Education'
Purwokerto	Islami 'Islamic'	Unggul 'Excellence'
Semarang	-	Unggul 'Excellence'

Based on the above table it can be concluded that to expose the intent in the same context, each language user used different diction in accordance with the experience, social condition, and politics of the language user. As the Muhammadiyah University of Purworejo chose different diction from other universities, that is, 'noble' rather than Islamic. Semantically lexical, the meaning of the noble word in has an Islamic-themed meaning as well but more neutral for its readers. Similarly, Muhammadiyah University of Surakarta prefers to be 'Education Center' compared to the 'Superior' used by other universities. Meaning, word choice to Education Center is more specific than Superior diction which is too general.

Quality of education of higher education in Muhammadiyah is one of the best in Indonesia ([Mawardi, 2016](#); [Qomariah, 2012](#)). Muhammadiyah owns and manages earlier education to higher education. Based on that fact, vision and mission always use excellence and Islam based word. The two keywords exist within vision and mission Muhammadiyah University which explicitly written though some are implicitly.

TABLE 2. MISSION ANALYSIS OF MUHAMMADIYAH UNIVERSITY IN CENTRAL JAVA

ASPECT	MUHAMMADIYAH UNIVERSITY				
	MAGELANG	PURWOREJO	SURAKARTA	PURWOKERTO	SEMARANG
Religious	No. 1,3,4	No. 1,2,3	No.1,2	No.3	No.1,5,6
Education	No. 1,2,5	No. 2,3	No. 1	No.1	No.1,4,8
Technology	No. 2,4	-	No. 1	No.2	No.2,3,9
Social	No. 3	No.4	-	No.1	No.3,7
Art	-	-	No.1	No.1	-

In the mission of Muhammadiyah University of Central Java, there were several aspects that mostly appeared used such as religious, educational, technological, social, and art aspects. The following is an aspect analysis that appeared based on the number of the mission items.

The mission contained in the University of Muhammadiyah in Central Java used an unknown diction to the public because the diction used is the Arabic-speaking diction like the following.

- (1) Organizing a qualified and Islamic-based higher education to form a *muttaqin* scholar.

‘Menyelenggarakan pendidikan tinggi yang berkualitas dan berlandaskan Islam untuk membentuk cendekiawan muttaqin’

- (2) Providing a moral-religious basis to the development of science and technology and development of IMTAQ in the framework of *Amar Ma’ruf Nahi Mungkar*.

‘Memberikan dasar moral-religius terhadap pengembangan IPTEKS dan pembinaan IMTAQ dalam rangka Amar Ma’ruf Nahi Mungkar’

In the word *muttaqin* which in Arabic means ‘taqwa’, can be replaced with other words such as ‘obedient’. Similarly, *Amar Ma’ruf Nahi Mungkar* which means to do His commands and avoid from the prohibition is a vocabulary choice that describes the relationship with a particular group. So it shows that the direction and purpose of the mission are focused on Islamic values. Mostly appeared aspect in in mission was religious so it fostered the statement.

In addition, the word change, development and renewal in mission discourse was very much based on Muhammadiyah ideology which is always *ijtihad* and *tajdid* based on Qur’an and Sunnah (Soeratno, 2009: 80). *Ijtihad* which in Arabic means a genuine effort and *tajdid* which means the movement of renewal can be seen in the following data.

- (3) Developing human resources based on Islamic values and giving direction to change in order to create the main society

'Mengembangkan sumber daya manusia berdasarkan nilai-nilai keislaman dan memberi arah perubahan dalam rangka mewujudkan masyarakat utama'

(4) Developing science, technology, and art according to the demands of the times.

'Mengembangkan ilmu pengetahuan, teknologi, dan seni sesuai dengan tuntutan zaman'

In the second data is very reflected Muhammadiyah ideology which states that always adapt to all the demands of times. This character has existed in the flexible ideology of Muhammadiyah while fighting for aspirations and defending the basic principles of struggle in various eras of change and forming the nation's fighters or pious intellectuals in accordance with the Islamic foundation. In addition, the nature of Muhammadiyah is also very influential in the formation of this mission, namely the active nature in the development of society with the intention of islah and development in accordance with the teachings of Islam ([Nurchayati, 2010:68](#)).

Other excellence owned by Muhammadiyah University is in human resource ([Warsono, 2015](#)). Many aspects support this statement such as well-managed education system by Muhammadiyah so that human resource becomes essential issue. Moreover, many figures appear internationally and nationally whether it is from government or non-government. This shows that human resource becomes attention and reflect on vision and mission of higher education of Muhammadiyah ([Mumulati et al. 2016](#); [Rahardjo, 1995](#))

Previous research had been conducted by Zuzana Papulova under the title *The Significance Of Vision and Mission Development for Enterprises in Slovak Republic* which in it also found out the aspects that appeared in the vision and mission as follows:

ELEMENTS	NUMBER	PERSENTASE
Customers	133	70,74%
Products/Services/Industry	116	61,70%
Employes	80	42,55%
Partners	69	36,70%
Founders/Stockholders	21	11,17%
Concern for Environment	65	13,30%
Othwer elements	44	23,40%

The results of the research stated that the aspect in making the vision and mission of the company was influenced by the purpose of an established company. They discussed the target of the customer itself, employees, and business associates. The results table described the products, services, industry or business areas where the company operated, and it also illustrated the value of other values and orientations towards community appraisals. It was seen in the acquisition of Customers percentage reached 70.74%. This study is superior because this journal is more detailed in revealing which aspects are more prominent. This research explains directly every aspect that is highlighted such as the Islamic word, superior, and other words in any number and any words that appeared.

2. Representation in a combination of clauses

In general, the result of representation from the vision of Muhammadiyah University in Central Java has Islamic (ideological) view because this word is more prominent than the other word with elaboration, that is clause becomes explanation from other clause by using 'the' 'then' or 'next'. The following data is in the vision.

- (5) The vision of the Muhammadiyah University of Surakarta in 2029 is to become the Center of Education and Development of *the Islamic* science and technology and to direct the change.

'Visi Universitas Muhammadiyah Surakarta adalah bahwa pada

tahun 2029, Universitas Muhammadiyah Surakarta menjadi Pusat Pendidikan dan Pengembangan IPTEKS yang Islami dan memberi arah perubahan'

The word 'the' in the data is an explanation will be interpreted strategically between the clause so that created the sense that the ideology of the vision above is Islamic. The next sentence combination is an extension, in which one clause is another extension of the sentence, generally using the 'and' hyphens. In the mission discourse, the coherence of the clause also shows the ideology of the language user. In the mission discourse can be seen in the following data.

(6) Organizing the study, deepening, and *observation of Al-Islam and Muhammadiyah.*

'Menyelenggarakan pengkajian, pendalaman, dan pengamatan Al-Islam dan Kemuhammadiyah'

(7) Organizing research to meet the development *and expanding Islam and Muhammadiyah.*

'Menyelenggarakan penelitian yang bertujuan memenuhi kebutuhan pembangunan dan pengembangan Islam dan Muhammadiyah'

Based on the data above shows that the mission of Muhammadiyah University of Central Java leads to the views of Al-Islam and Muhammadiyah. This is evidenced by the existence of the word 'and' which becomes the extension of the sentence becomes clearer.

3. Representation between Sentences Chain

The sequence of sentences by combining two clauses into sentences and arranging them with two or more sentences will lead to a more prominent part of the sentence among others. So it is not only related to technical writing, the circuit can also affect the meaning that is displayed on the reader. For example in the following discourse.

(8) The vision of UMP is "Becoming a excellence, Modern, and Islamic University"

'Visi UMP adalah "Menjadi Universitas Unggul, Modern, dan Islami'

(9) Excellence is that university with competitive and comparative advance in education, research, community service and management.

'Unggul adalah universitas memiliki keunggulan kompetitif dan komparatif di bidang pendidikan, penelitian, pengabdian kepada masyarakat dan manajemen'

(10) Modern university always keeps up with the newest science (current) along with time.

'Modern adalah universitas selalu mengikuti perkembangan ilmu pengetahuan terbaru (mutakhir) sesuai dengan kebutuhan zaman'

(11) Islamic is the organization of universities based on the principles and values of Quran and Sunnah

Islami adalah penyelenggaraan universitas berlandaskan prinsip dan nilai Al-Quran dan As-Sunnah

In aforementioned data, the vision discourse contains the orientation to become the best university creating graduates who are able to compete in various fields and keeps up with the times in accordance to the principles and values in Quran and Sunnah. Meaning that formed on sentences above put the vision on a positive representation that can affect readers.

Previous research has been done by Ana Cuic Tankovic with title Defining Strategy Using Vision and Mission Statement of Croatian Organizations in the Times of Crisis stated that the mission statement and vision closely related to corporate management Strategy considered as the main tool in strategic planning. Because missions and visions are first defined and strategies, it is often kept as trade secrets, supervenes, mission and vision statements allow choosing key guidelines for strategy selection. [Mullane \(2002\)](#) views two different situations in an existing organization - one of the company's efforts to apply the values of the current mission statement in order to determine the behavior of all other organizations and companies creates a

new mission statement and thereby defines those values Desire to have in the future. The author concluded that after a detailed interview with the president, the Report's mission was valuable for the company's performance when used properly. In both cases, management The first task was to identify key concepts that could be presented using keywords.

This research is excellence because it is more detailed in the analysis between sentences that show how the vision and mission defines a goal and the way that is used in achieving the goals of a particular agency.

B. RELATIONS

Analysis of the construction of relations in discourse is very important and significant especially when associated with social context because the studied vision is a text issued formally by Muhammadiyah University. The vision is addressed both to the adherents of Islam (Muhammadiyah) and the general public outside the adherents of Islam (Muhammadiyah). But often the relations that are constructed in discourse are influenced by the relationship of power and dominance in society. Strong power relations in the vision of Muhammadiyah University in Central Java generally affect the relationships that are constructed in the vision. Through the analyzed data in the previous representation it can be concluded that the relation is mostly addressed to Muslim only. This can be seen from table 1 which proves that 4 out of 5 Muhammadiyah University's vision contain Islamic element in it. Only Muhammadiyah University of Semarang does not contain that element. Vision of Muhammadiyah University of Semarang has constructed relation on society generally outside of Islam (Muhammadiyah). This can be seen in the following data.

(12) Being an excellence and characterized university, technology based and international vision.

'Menjadi univertitas yang unggul berkarakter, berbasis teknologi, dan berwawasan internasional'

While the mission of Muhammadiyah University of Central Java is a continuation of previous mission. So the relation that has been constructed in the vision above will be in line with the relation that is constructed in the mission of Muhammadiyah University in Central Java. Including the mission of the Muhammadiyah University of Semarang, although in its vision constructs to the general public outside the adherents of Islam (Muhammadiyah) but in its mission still constructs to adherents of Islam (Muhammadiyah). It can be seen from the following data.

(13) Organizing an international high-quality education, relevant community need based on Islamic values.

‘Menyelenggarakan pendidikan tinggi berkualitas internasional yang relevan dengan kebutuhan masyarakat berdasarkan nilai-nilai Islam’

(14) Developing an academic atmosphere based on Islamic values.

Mengembangkan suasana akademik berbasis nilai-nilai Islam’

Two of the Nine missions of Muhammadiyah University of Semarang continue to construct relations to Muslims (Muhammadiyah). Viewing from Islamic values that are emphasized in the mission.

Similar research has been done before by R. Jati Nurcahyo entitle Vision, Mission and Values Relation to Employee Performance of Skin Care Company “Dwi Jaya” state that In supporting the mastery of mission, vision and values for the improvement of individual performance, hence required existence of expected organizational structure can produce a more effective working mechanism and clarity about the form and to whom accountability for the task will be given. This shows that the relation that appears in research conducted by R Jati is tend to construct employees and relationships between skin companies. This study is excellence because this study is more detailed in conveying the construction of the relation explicitly, not just implied in a sentence only. The relationship we look at is a rela-

tion to the followers of Islam which in this case is inclined to Muhammadiyah with strong Islamic values.

C. IDENTITY

The aspect of identity displayed in the vision of Muhammadiyah University of Central Java is the identification of Islamic university in the form of Muhammadiyah community association. Muhammadiyah organization is one of the major Islamic organizations in Indonesia. The magnitude of the organization raises great power as well. Therefore, in the vision discourse there is consideration of the elements of power in it so that relationships constructed in a vision discourse is something that is considered reasonable for the text of the vision. As the following example shows the identity and relationship between powers in discourse with society.

(15) Becoming a Excellence University and Islamic *'Menjadi Universitas Unggul dan Islami'*

Based on the vision above the readers will directly know the identity of the college is Islamic university (Muhammadiyah). The power possessed by Muhammadiyah makes it free to choose its own ideology to make the Islamic University and aimed only at certain communities. Reinforced with a mission from the Muhammadiyah University that clearly describes its identity. This can be seen in the following data.

(16) Organizing research aimed at fulfilling development and expanding Islam and Muhammadiyah.

'Menyelenggarakan penelitian yang bertujuan memenuhi kebutuhan pembangunan dan pengembangan Islam dan Muhammadiyah'

(17) Developing science, technology and art as part of worship to Allah (integrated) that gives impact to the creation of the main society.

'Mengembangkan ilmu pengetahuan, teknologi dan seni sebagai

bagian dari ibadah kepada Allah (integrated) yang memberi dampak terwujudnya masyarakat utama'

In the above data there is a word of Islam and Muhammadiyah that identify that the identity of the discourse maker is displayed in the text is a person, group, or institution that embraces Islam. So in the discourse looks familiar with Islamic circumstances as in the second data contain the word of Allah. This kind of research has been done before by Sally Kuenssberg who stated that every mission and vision always has strategy, plan, and research also use accurate data. Research always exists in a clear range. The extent to which the mission can improve the quality of an institution with an inherent identity in it. This means that the identity studied by the researcher is measured to what extent can improve the institution through its vision and mission. This research is excellence because this research analyzes the identity of the discourse maker of vision and mission displayed in the text in great detail so that it can explain the identity implicit in the vision of the mission.

Between Muhammadiyah and Islam there is inseparable relationship. The development of Islam in Indonesia is fully attached to Muhammadiyah. Muhammadiyah movement is surely supported by figures with Islamic vision and mission ([Bachtiar et al., 2016](#)). Although in development through generation, there must be a particular characteristic respectively that can be an identity of the generation ([Ali, 2016](#)). Muhammadiyah development is also inseparable from other organization such as Nahdatul Ulama ([Hasbullah, 2014](#); [Nakamura, 2016](#); [Barton, 2014](#)). Community elements collided in Islam organization also have other vision and mission which states the development of Islam internationally and nationally.

D. INTERNATIONALIZATION

Recent educational advances lead to the internationalization of the quality aspects of higher education including universities

under Muhammadiyah organization. The process of internationalization of University Muhammadiyah in Indonesia obviously is not easy. Evidenced by the few number of Muhammadiyah Universities in Indonesia that is included in world rankings. Only found nine universities in Indonesia are included in the 891 world ranking version of QS TOP Universities. The survey conducted by QS TOP Universities is based on 6 indicators with various contribution weight, namely academic reputation (weight 40%), reputation of employee version (10%), student ratio per faculty (20%), citations per faculty / research reputation per faculty (20%), international students (5%), and international faculty (5%).

Academic reputation has the highest ratio of 40%, but other aspects also affect such as the reputation of the employee. The institute's employees appreciate the importance of the mission and vision of their existence. However management needs to put in to get them acquainted with it on a more frequent basis. ([Darbi: 2012, 107](#); [Ozdem, 2011](#)). Preparing for the internationalization of higher education requires that the national college must first be qualified, able to develop student potential and can compete in the global market (competitive). However, the government in this case must be contributive to enhance national universities in order to provide high quality education and relevant through its various programs, ensure that universities must be licensed from the Ministry of National Education and must consistently conduct their education as they propose, to control the higher education Increase the competence of students.

Internationalization becomes a concept to integrate the concept in vision, mission, teaching research, service, and international perspective which will affect the college forward towards the more advanced. The high level of knowledge about the vision and mission and the expected goals that are not comparable with the knowledge of employees can be a significant problem. Most employees do not have a good knowledge of each of

the contents of the vision and mission. It is proposed the components be broken down into, measurable or proxies of desired outcomes so employees can be schooled in them ([Darbi: 2012, 108](#))

The academic reputation has a very wide scope, one of which is the vision of the academic achievement of the academic community. And college missions, because every college must have a vision and mission. It is to reflect the goals to be achieved simultaneously. Vision and mission upheld in each college is different, because it is tailored to the values developed in the college concerned. On the other hand, the role of vision and mission of a college will determine the effort to achieve success.

Ideally, the vision is able to represent or reflect the values to be aspired or desired, while the mission is a pointer of each activity to be performed. Visions are ideals that represent or reflect the shared values to which the organization should aspire. Mission statements refer to documentation of activities of an organization. It is the guiding light that shines and guidance and direction in all organizational activities ([Anthony: 2012, 389](#)). Regarding to the vision and mission, [Efe and Ozer \(2015: 1110\)](#) in his journal said that the mission and vision statements are marked by a need for the reassuring of the legitimacy and the demands of a growing tertiary market. The historical and cultural backgrounds of the development of universities in Turkey, as well as political and economic conditions, are also decisive in the shaping of mission and vision statement of universities.

The history of a university is less precise in determining the vision and mission that it wants to achieve so the process of achieving the goal failed. Anthony's research conducted in Nigeria (2012) states that the vision and mission had a positive influence on the agency concerned. This quantitative field study found vision and mission statements to have positive effects upon organizational effectiveness. The full effect of vision and mission statement might not be experienced in a short time. In conclusion, Anthony suggested that important things related to the determi-

nation of the vision and mission, namely (1) providing recommendations for agency leaders, and (2) showing content related to the purpose to grow. In general, every institution without vision and mission shows significantly poor results compared to those with vision and mission.

Each word in vision and mission must be carefully calculated. Words in the vision and mission are a reflection of the common aspirations of each university concerned to go international or global. As well as visions and missions in Turkey that represents and emphasizes the national character of the university (Turkey). Starting with the former group, the lexeme 'international' usually points to the level of achievement that the universities strive for ([Efe and Ozer: 2015, 1118](#)). Explore hypotheses about the purpose of a mission statement by trying to understand what the main content of the mission statement was and whether it was disclosed in terms of the institution's institutional and institutional control system. Morphew and Hartley's study reinforced the [Kuenssberg \(2016\)](#) study which states that there is a word game (diction) that forms a pattern for aligning with other opinions. The first point of note is 15 times in 15 mission statements. There is fewer consensuses in describing other core functions of a university such as 'learning' and 'teaching', each mentioned in fewer than half of the statements. Alternative, other abstract related words 'as' knowledge ', 'ideas' and 'scholarship' appear to be used as synonyms describing the 'business' of education ([Kuenssberg: 2016: 191](#)).

Diction used in college turn out to have patterns based on the quantity of use of a particular word. It needs an in-depth analysis of the use and selection of vision and mission of universities in Indonesia to see the university's readiness to meet internationalization. Kuenssberg mentions some words that are often used by universities, ie research is the highest ranking word. Uniformity can be explained separately depending on the understanding of each. On the other hand, the use of each university's mission becomes a national and global competition.

[Kuenssberg \(2016: 291\)](#) uniformity can be partly explained by understanding that an unavoidable part of universities' contemporary 'mission' is to compete in the national and global markets for students and for research funding.

CONCLUSION

Vision and mission of Muhammadiyah University of Central Java which have been analyzed through dimension of text with approach proposed by Norman Fairclough to see the ideology used by each research subject. The text was analyzed with three elements, namely representation, relation, and identity. Through the analysis of representational elements shows that almost all Muhammadiyah University of Central Java was based on the ideology of Islam and Muhammadiyah. Always *ijtihad* and *tajdid* based on the Qur'an and Sunnah. The direction and purpose of the mission being made was to focus on Islamic values. While viewed from the aspect that most appear on the number of the grain of the mission was the religious aspect so as to strengthen the statement. In addition Muhammadiyah's characteristic was also very influential in the formation of this mission, namely the active nature in the development of society with the intention of *islah* and development in accordance with the teachings of Islam. The meanings formed between sentences chain place the vision and mission on a positive representation that can affect the reader. The element of relation shows that the vision and mission of Muhammadiyah University of Central Java was constructed by a massive devotion only for the followers of Islam only. The element of power in it was so great that the relation constructed in a vision discourse was something reasonable for the vision-writer. Meanwhile, from the identity element could be identified that the identity of the discourse creator shown in the text was a group, or institution that embraces Islam. In a discourse, the point of view and ideology of the discourse greatly influenced the text produced, because the text would affect the reader. Many interesting aspects could be extracted from a criti-

cal discourse analysis of the vision and mission of an institution or organization. For that further research is necessary to be conducted in order to get maximum result.

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