STRATEGIC ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN HIGHER EDUCATION INSTITUTION (HEI): ICT AS TRANSACTION AND INTERACTION ENABLER

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ABSTRACT

The objective of the research is to explore the ICT role in HEI as the transaction and interaction enabler. The transaction values provided by ICT includes: online registration, study plan, evaluation and assessment grade, class management, documentation management system, human resources management, library management, marketing function, administration, finance and accounting, asset management, research management, services management, and information portal. The interaction values provided by ICT includes: lecturer and lecturer interaction, student and lecturer interaction, lecturer and staff interaction, and staff and student interaction.

The research is conducted at University of Ciputra in Surabaya, Indonesia. The method used is descriptive and survey research whereas data used are primary and secondary data. The data sampling method used is purposive sampling. The secondary data are obtained from the organization documents and existing condition data while the primary data are obtained by using questionnaire. They are analyzed by using quantitative and descriptive method.

The result shows that the ICT significantly supports the process and operational activities which are the transactions and interaction among lecturers, staffs and students. This shows the strategic role of ICT in HEI to sustain the competitive advantage of the institution.

Keywords: Information And Communication Technology, Transaction, Interaction

INTRODUCTION

Information and communication technologies (ICT) have become significant entities in all aspects of life. With the world moving rapidly into digital media and information, the role of ICT in education is becoming more important and this importance will continue to develop.