

Analisis Keberadaan Kampus UIN SMDD Bukittinggi Terhadap Perubahan Sosial Budaya dan Pendapatan Masyarakat Menggunakan Teori William Fielding Ogburn (W. F. Ogburn)

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Abstract

Banuhampu is a small sub-district within Agam Regency. Based on observational data, before the establishment of the State Islamic Institute (UIN SMDD) Bukittinggi, the socio-cultural life of the community was still underdeveloped and unwilling to accept change, furthermore, their income was still low due to their livelihood as farmers, and the level of education at the tertiary level was still low. Many of their children who had graduated from high school/vocational school preferred to continue their education outside the area, such as Padang, and also preferred to work rather than continue their education. However, after the establishment of the UIN SMDD College, the level of education at the tertiary level has increased. This article aims to explain the impact of the presence of the UIN SMDD Bukittinggi campus on socio-cultural changes and income in Kubang Putih. The method used is observational methods with qualitative research, as well as library studies in the form of literature studies. In addition to the increased level of education and changing the socio-cultural structure, the presence of the UIN SMDD campus also affects economic activities, namely local residents who live near the campus have new jobs as traders and build boarding houses and other economic activities so that they can increase their income. This research is limited to the community in Nagari Kubang Putih. It also uses the theoretical approach of William Fielding Ogburn (W.F. Ogburn).

Keywords:

*Socio-cultural
income changes*

Abstrak

Banuhampu merupakan salah satu kecamatan kecil yang masuk wilayah Kabupaten Agam. Berdasarkan data pengamatan yang didapat, sebelum berdirinya kampus Institut Agama Islam Negeri (UIN SMDD) Bukittinggi kehidupan sosial budaya masyarakat masih terbelakang dan tidak mau menerima perubahan ditambah lagi dengan pendapatan mereka yang masih rendah dikarenakan mata pencaharian mereka sebagai petani, dan tingkat pendidikan pada jenjang perguruan tinggi masih sedikit. Banyak dari anak-anak mereka yang apabila sudah lulus dari SMA/SMK lebih memilih untuk melanjutkan pendidikan ke luar daerah seperti Padang dan juga lebih memilih bekerja ketimbang melanjutkan sekolah. Tetapi, setelah adanya Perguruan Tinggi UIN SMDD tersebut, tingkat pendidikan pada jenjang perguruan tinggi jadi lebih meningkat. Artikel ini bertujuan untuk memaparkan pengaruh keberadaan kampus UIN SMDD Bukittinggi terhadap perubahan sosial budaya dan pendapatan masyarakat Kubang Putih. Metode yang digunakan menggunakan metode pengamatan dengan penelitian kualitatif, serta studi kepustakaan berupa kajian literatur. Selain tingkat pendidikan lebih meningkat dan perubahan struktur sosial budaya,

adanya kampus UIN SMDD ini juga mempengaruhi kegiatan ekonomi, yaitu warga sekitar yang tinggal didekat kampus memiliki pekerjaan baru sebagai pedagang dan membuat kos-kosan serta aktifitas ekonomi lainnya sehingga dapat meningkatkan pendapatan mereka. Penelitian ini dibatasi hanya untuk masyarakat di Nagari Kubang Putiah. Penelitian ini juga menggunakan pendekatan teori Teori William Fielding Ogburn (W. F. Ogburn)

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1. INTRODUCTION

The aim of national education is to enlighten the life of the nation and develop the Indonesian people as a whole, namely people who believe and are devoted to God Almighty and have noble character, have knowledge and skills, spiritual and physical health, a stable and independent personality, and a sense of social and national responsibility. Thus, education actually has two aims at once, namely (a) as a social (collective) activity, meaning that education is aimed at realizing values social or ideals social, And (b) relation self, that is individual desires For develop potentials himself use reach life that more Good for himself And each other in public nation going to future .

An educated nation has reliable human resources. An educated person has a responsibility to utilize their resources to the fullest (Kristiawan, 2016). Education is also a way to shape the character and personality of students in their lives and apply them in society. The character and personality of educated students can be a valuable asset for the future. And can apply it on values social public (Darmadi, 2019)

Education starting from Park Children, School Basic/MI, Junior High School/MTS, Senior High School/Vocational School, and the highest level is University. Universities exist in almost every region in Indonesia. Wrong the only one There is in region Subdistrict Banuhampu specifically Kubang Putiah. Banuhampu is a small sub-district in Agam Regency, West Sumatra. Kubang Putiah Village borders Bukittinggi City to the north and Sungai Nagari to the south. Pua , to the west it borders Nagari Ladang Laweh , and to the east it borders Nagari Bukik Batabuah . Geographically, Nagari Kubang Putih located in plains tall Religion, Regency Religion, Province Sumatra West . Located at the foot of Mount Marapi , at an altitude of 1,000–1,050 meters above sea level, it has a cool, slightly chilly climate with a slope of 0–15° (rather gentle). The air temperature is around 15.3–24.4 °C, while humidity the air around 81.6-90.6% And rainfall Rain 1600 mm/year (Yunita, 2018).

In Kubang Putiah Village, the Sjah M. Djamil Djambek State Islamic University (UIN) Bukittinggi stands. The existence of this university can improve the education of the community, especially the people in Kubang Putiah Village and the surrounding area. Before the university was established, many children who graduated from high school or vocational school did not continue their education, but after the university was built, many children continued their education at this university. The university can also influence the socio-cultural system and income of the community, including their interest in continuing their education at this university. In addition, this university is also located on the border of Bukittinggi and Agam, which also has an impact on the people of Bukittinggi City.

In addition, education at universities is based on the Islamic religion. aim reach growth Which balanced on self student in his personality as a total human being through spiritual training, rational intelligence, feelings and the five senses. Therefore, higher education at Islamic universities, including the State Islamic University (UIN) Sjah M. Djamil Djambek Bukittinggi, should is service for growth man (student) in all aspects including spiritual, intellectual, imaginative, physical, scientific, linguistic aspects, both individually and collectively and motivate all these aspects towards goodness and the achievement of perfection (Masrur, 2014). Realizing the educational goals at UIN SMDD Bukittinggi, there needs to be continuity between the components involved and collaboration between educational and non-educational staff, and other components such as methods, media, curriculum, evaluation, teaching staff, and students also greatly determine the success of the education itself.

It is suspected that the existence of the UIN SMDD Bukittinggi campus has an influence on changes social culture public. Because education is A a system and a system cannot run well if one of its components has a problem so that one component and another component have a big influence No except on education level college tall Which It's complex and has a direct impact on users after students graduate and are accepted into employment, which will influence their socio-cultural environment and

the surrounding community. Furthermore, the presence of the UIN SMDD Bukittinggi campus is also thought to impact the income of the surrounding community, particularly the Kubang Putih community.

2. THEORETICAL STUDY

William Fielding Ogburn, who views that social change occurs due to developments in material culture which are not always accompanied by developments in non-material culture.

1. *Socio-Cultural Change (Non-Material Culture)*

According to Ogburn, non-material culture includes norms, values, customs, and belief systems. The presence of campuses has introduced new lifestyles through students from various regions with diverse cultural backgrounds. This influences:

- Dress style and communication language,
- More open cross-gender interactions,
- Longer night activity times,
- Shifting roles of community leaders in social structures.

However, local communities did not immediately adapt to these new values. A cultural lag occurs, where old values (for example Minangkabau traditional values) have not been able to fully adapt to new cultural influences coming from outside through students.

2. *Increased Income (Material Culture)*

Material culture encompasses physical and economic changes. In this case, the community around the campus experiences:

- The growth of small businesses, such as food stalls, laundries, and photocopy shops.
- Increase in rental properties, such as boarding houses and rental houses.
- New job opportunities, both formal (security guards, cleaners) and informal (motorcycle taxis, street vendors).

These changes demonstrate that material culture evolves more rapidly than non-material culture.

Society accepts economic changes quickly because they directly impact well-being, but changes in social and cultural values require a longer adjustment process.

3. *Application of Ogburn's Theory in Research Context*

Ogburn divides the process of social change into four stages:

- Invention : The presence of campuses as educational institutions.
- Accumulation : Increasing number of students and their supporting activities.
- Diffusion : The spread of impacts to the surrounding environment—both economic, social, and cultural.
- Adjustment : Society begins to adjust old values and norms to existing changes.

In this context, people's incomes rise as a direct result of material changes, but cultural adjustments to the presence of campuses and students are still taking place gradually.

Research Framework (Visual/Narrative)

UIN SMDD Campus → Material Cultural Changes (Economy, Infrastructure, Social Technology) → Adaptation Gap → Cultural Lag → Non-Material Cultural Adjustments (Values, Norms, Social Interaction)

Impact:

- Positive: Increased income, local economic growth, new job opportunities
- Negative: Shifting cultural values, lifestyle conflicts, social pressure on old norms

3. RESEARCH METHODS

This research uses a qualitative approach with a case study type. The qualitative approach was chosen because it allows researchers to understand in depth the social phenomena that occur as a result of the presence of the UIN SMDD Bukittinggi Campus on the surrounding community. The focus of this research is on the meaning, perception, values, and socio-cultural and economic impacts felt by the community. This research was conducted around the UIN Sjech M. Djamil Djambek (SMDD) Bukittinggi Campus environment which is directly affected by campus activities. Data were obtained through direct interviews with the community around the campus, local business actors, traditional leaders, community leaders, students, and campus officials as well as from official documents, local government reports, journals, books, and relevant archives. The data collection technique was carried out by in-depth interviews: Used to explore the community's perceptions, experiences, and assessments of

socio-cultural changes and their income since the presence of the campus. In addition, participatory observation was also carried out, where researchers were directly involved in observing social activities, community interaction patterns, cultural changes, and local economic dynamics.

Informants were selected by purposive sampling, namely based on considerations, length of residence in the area (minimum 5 years), having direct experience with campus activities, working as local business actors, community leaders, or village officials. Data analysis used the Miles and Huberman model, which includes three main stages: 1. Data Reduction: Sorting and summarizing data based on certain categories or themes. 2. Data Presentation: Arranging data in narrative, matrix, or graphic form for easy understanding. 3. Conclusion Drawing and Verification: Arranging meaningful findings and verifying them through data triangulation. To ensure data validity, techniques were used, triangulation of Sources and Techniques, increasing researcher diligence, member check (reconfirming interview results to informants).

4. RESEARCH RESULT

A. The Influence of the Existence of the Bukittinggi State Islamic Institute (UIN SMDD) Campus on Socio-Cultural Changes in Society

The highest and final level of education is tertiary education. According to Law No. 12 of 2012, Article 1, paragraph (6), tertiary education is an educational unit that provides higher education. Definition of higher education written in Law No. 12 Year 2012 about Education Tall on Article 1 paragraph (2) states that: "Higher education is the level of education after secondary education which includes diploma programs, undergraduate programs, master's programs master, program doctor, And program profession, as well as program specialist, organized by universities based on Indonesian culture" (Danyathi, 2016)

The research was conducted around the Sjech M. Djamil Djambek State Islamic University (SMDD) campus in Bukittinggi. This area was previously a residential area dominated by agrarian communities and micro-entrepreneurs. With the establishment of the SMDD campus, significant social and economic dynamics have occurred. The presence of students from various regions has had a direct impact on the local social and economic environment.

Higher education can influence the socio-cultural system of its society, such as in the Kubang Putih community which is influenced by the existence of the UIN SMDD campus. The existence of this higher education can influence its socio-cultural system. The socio-cultural system is a system that combines social systems and cultural systems so that it becomes a social system that includes social relations with which humans in society produce and develop cultural elements, to fulfill the social and cultural needs of a society in carrying out and developing its socio-cultural life. In other words, the socio-cultural system is a combination of social systems and cultural systems in a society. For fulfil life socio-cultural, matter This influenced due to the development of housing areas, campuses and other physical environmental developments (Ingriani, 2018)

The existence of the UIN SMDD Bukittinggi campus has an influence positive and negative to life social culture public. Matter This seen from The area around Kubang Putih, which had previously been quiet, has become busier with the presence of the campus and even causes traffic jams on certain days on the road to campus due to access road Which narrow And there is damage. Furthermore , many students are seen sitting in cafes in pairs until late at night. The presence of boarding houses also impacts the socio-cultural structure of the surrounding community. The presence of this campus also opens up opportunities for local residents to enroll their children at UIN SMDD, allowing high school graduates to continue their education to higher education .

With the establishment of higher education in Kubang Putih, the community has also experienced socio-cultural changes. Socio-cultural change is defined as change Which happen in in system social culture. Change This occurs because change in public That Alone And progress development time and technology world. Happen connection lead come back between change social Culture influences education, and education influences changes in the socio-cultural system. Education, as part of the socio-cultural system, also influences changes in the socio-cultural system. The influence of higher education on socio-cultural change in the Kubang Putih community is evident in the increase in interest in continuing education. With this college tall this, can instill values social culture into their environment so that society becomes more advanced in the field of education.

The presence of newcomers in the Kubang Putih area, whether investors, traders, students, or settlers, has resulted in functional relationships with the local residents (native residents) because they need each other to meet their daily needs. Students from the UIN SMDD campus in the Kubang

Putih area need boarding houses as temporary accommodation, and newcomers who want to invest in the area need boarding houses. or trader And service service must contract, rent House, rent the land that empty owned by inhabitant or buy land citizens who its value hundreds million, This is what makes the local community economically, educationally and other things increase And occurrence conditions Which new after existence The UIN SMDD campus is compared to the conditions before this campus existed, and makes it a changes base And Which new for public around.

Allah SWT has given His blessings to every human being, has given sustenance And His gifts, has confirm power for humans on earth and has made humans their caliphs. All this is given by Allah Almighty to man as exam And trial with objective For assessing whether they want to manage it well or not for the benefit of humanity itself (Nuhung, 2016). From the results of this study, it can be concluded that there have been socio-cultural changes in society, including:

a. Social Interaction Patterns

Interviews with community leaders revealed increased interaction between local residents and students. This interaction occurs in economic contexts (buying and selling), rental accommodation (boarding houses), and religious and community activities. Several residents stated that the presence of students makes the neighborhood more vibrant, but also creates new challenges such as differences in lifestyle, nighttime activity hours, and minor conflicts related to noise.

b. Cultural Values and Traditions

Observations and interviews revealed that some local values are beginning to shift. For example, the younger generation is more open to foreign cultures brought by students, including their dress code, language, and consumption patterns. However, many residents see this as an opportunity to introduce local culture to students, such as through training in randai, silek, and Minang culinary arts.

c. Changes in Religious Life

In general, the presence of this Islamic-based campus strengthens religious activities. Several students actively participate in mosque activities, women's religious studies, and community outreach programs. Most informants considered these religious interactions positive.

Relation to WF Ogburn's Theory of Social Change

The findings in this study show that the existence of the UIN SMDD Bukittinggi Campus has brought significant changes in the social, cultural and economic aspects of the surrounding community . This matter in line with the theory of social change Which put forward by William Fielding Ogburn , especially in the concept "cultural lag" or cultural gaps . According to Ogburn , social change occurs due to innovation or the development of new technology and institutions , which then causes an imbalance between material culture (physical culture) And non-material culture (non-physical culture such as norms , values, and customs) .

In the context of this research:

- Material culture is present in the form of physical campus development, increased access to information, and the development of new economic facilities (stalls, boarding houses , laundries, etc.).
- Non-material culture includes the traditional values of local communities, customary norms , and previously simpler and more homogeneous ways of life.

When students from various regions and diverse backgrounds arrive in this environment, there is an accelerated change in the way people interact, think, and act. However, not all local cultural values adapt quickly, leading to signs of "cultural lag" —such as tensions between old and new values, particularly in lifestyle , language, and daily habits. However, the local community also demonstrates a high degree of adaptability . Many residents took advantage of emerging new economic opportunities while maintaining local culture through community activities, religious practices, and the preservation of traditions. Thus, Ogburn's theory helps explain that: "Social change not only impacts physical and economic aspects, but also tests the speed of adaptation of cultural values to institutional and structural changes occurring in society."

B. The Influence of the Existence of the Bukittinggi State Islamic Institute (UIN SMDD) Campus on Community Income

Apart from influencing the socio-cultural system and experiencing changes in the socio-cultural environment of the community, the existence of this university also influences economic activities in the community around the university. tall This. Where formerly throughout road Which There is from area three Baleh to Simpang Kubang Putih area only consists of rice fields, now many buildings are being built such as boarding houses, food stalls, cafes which provide opportunities for people to do business and thus increase their income . People who previously did not have... jobs can

work and open up space for local people who want to work like guards shop, waiter in cafe And House Eat ampere as well as opportunity Work as a photocopying officer. There are also job opportunities on campus as cleaning staff. Public Which in the past unemployed At home, Now Lots who sell around the college. The community feels they benefit from existence college tall, Because besides get eye livelihood new. which is enough to increase the family's daily income, and can also send their children to a higher level of education.

In addition, with the construction of the UIN SMDD Bukittinggi campus, based on observations made, with the construction of this campus, there has been a lot of agricultural land available, and now the land has been converted into a campus area. In addition, the rice fields around the campus are used to build housing or boarding houses. So that it has an impact on the community who have other agricultural land that is not used for boarding houses. The results of an interview with a farmer whose rice field is close to the campus said that with the presence of campus This, irrigation For the rice fields disturbed No surfing Back when there was no campus. On rainy days, sudden flooding often occurred due to poor irrigation and frequently clogged Bandar waterways.

In Islam, growth must along with equality. Objective Economic activity does not increase growth as in the concept of capitalist economics. The goal of Islamic economics prioritizes poverty alleviation and unemployment reduction. Therefore, Islam emphasizes a balance between growth and equity. Growth is not the primary goal unless it is accompanied by equity. In Islamic thought, growth and equity are two sides of the same inseparable entity, and therefore, they cannot be separated. (Joni et al., 2022)

Without changes that society makes to themselves first, it is impossible for social change to occur. It's true that changes can occur ruler or system. But If side life in public do not change, so condition will still endure as ready time. If Thus, the most important factor in successful social change is change within people. Because it is this inner self that gives rise to activities, both positive and negative. The research findings are as follows:

a. Micro Business Growth

The majority of residents stated that the campus' presence has had a direct impact on local economic growth. Many new businesses have emerged, including food stalls, photocopying services, laundry services, and boarding house rentals. Interviews with several business owners revealed an increase in revenue since the campus's establishment. Interview results: "I used to only run a small stall, but now I've been able to add tables and chairs and open a small branch near the student dormitories." (Mrs. R, stall owner)

b. Provision of Boarding Houses and Housing

Demand for housing is increasing rapidly. Many residents are converting their private homes into boarding houses. Income from renting out boarding houses has become a new source of income, even a mainstay for families.

c. New Job Opportunities

The campus also offers informal employment opportunities, such as motorcycle taxis, laundry, boarding housekeeping, and other services. Some residents are even recruited as cleaners or security guards on campus.

The socio-cultural and income changes in the community surrounding the UIN SMDD Bukittinggi campus demonstrate the disparity between material progress and the adaptation of non-material values. This is where community support strategies are crucial to ensure local values remain sustainable while also aligning with the dynamics of modernization brought about by educational institutions.

5. CONCLUSION

Education has a significant influence on the life of a nation. It begins with kindergarten, elementary school, junior high school, senior high school, and finally, university. Universities exist in almost every region in Indonesia, including... in the Kubang Putih area. Kubang Putih is a small area located in Agam Regency. College This can improve Kubang Putih community education. College Tall Also can influence system social culture Kubang Putih community, including their interest in continuing their education at university .

With the establishment of a university in Kubang Putih, the community has also experienced socio-cultural changes. In addition to influencing the socio-cultural system and experiencing changes in the community's socio-cultural environment, the presence of this university has also impacted economic activity in the surrounding community, thus impacting community well-being. through income from various sector economy. Public feel

benefit from the existence of higher education, because apart from getting a livelihood new Which reasonable For add income family daily life, can also send their children to higher education. The existence of the campus UIN SMDD This give impact to type work new And order value in the lives of local residents.

The research results show that the existence of the UIN SMDD Bukittinggi Campus has a dual (multidimensional) influence on the surrounding community:

1. Socially , new interactions occur between students and the local community which enrich the dynamics of social life, although they also give rise to challenges such as differences in lifestyle
2. Culturally , there is a process of adaptation and shifting values, but there is also space for mutual cultural introduction.
3. Economically , increasing community income through small businesses, boarding house rentals , and informal employment shows a significant positive impact.

This finding is in line with W. Ogburn 's theory of social change , that innovation or new institutions (in this case campuses) can be the main factor in changes in the social structure of society.

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