



RESEARCH ARTICLE

Implementation of UNESA Mars Strategy on Academic Community to Strengthen Unesa One Step Ahead

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ARTICLE INFO

Received: Jan 29, 2023

Accepted: May 2, 2023

Keywords

Mars UNESA

Academic community

UNESA one step ahead

Character

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ABSTRACT

Music is a medium for expressing the soul through tones or sounds to convey certain messages and meanings. One of the musical works is the Mars song, a composition with a regular rhythm, strong stomping, and a fast tempo. Surabaya State University has the UNESA Mars Song as an icon, and one of the lyrics is about "realizing the knowledge of faith and piety. UNESA is still victorious." This study aims to describe the form and strategy for implementing knowledge, faith, and piety among UNESA academicians through the UNESA Mars Song to strengthen "UNESA One Step Ahead". This is a type of qualitative research with a phenomenological approach. The research was conducted at Universitas Negeri Surabaya (UNESA) by taking the subjects of the academic community (leaders, lecturers, education staff, and students) and selecting them purposefully. Data were obtained through observation and in-depth interviews, which were analyzed using interactive Miles and Huberman techniques. The meaning of the verse "knowledge, faith, and piety" helps foster an intelligent and noble character. The verse "UNESA remains victorious" means that UNESA continues to develop a young generation of noble characters. The connection between the verses "knowledge, faith, and piety" and "UNESA remains victorious" is to motivate an academician member of the community to be passionate about fighting for identity with noble character. The aim is to adopt a strategy for promoting and practising knowledge, faith, and piety through community socialization. Moreover, the strategy for realizing UNESA's glory is under UNESA's Mars: to inspire educators and students who excel in academic and non-academic fields and have a noble character. Another strategy is to promote learning, worship, and religious activities in everyday life. To do it, one must encourage knowledge by promoting literacy.

INTRODUCTION

Music is a medium for expressing art that reflects the culture of a society. Music has values and norms that have undergone enculturation. Music is also a product of thought, a vibrational element

transformed neurologically and interpreted through the brain (Larsen et al., 2010). Music has an impact on us and describes the condition of selfhood. Music is a medium for expressing the soul through tones or sounds; one can hear the strains of tones or sounds

(Carless and Douglas, 2011). The tone or sound can be understood by the feelings and emotions conveyed by the songwriter and by apprehending the values communicated through the music. Music is an audio communication medium that, owing to its rhythm, captures people's feelings. Music is flexible (Afandi et al., 2014), a communication activity through sound, and can convey messages and meanings through music (Jones, 2014). Music is a work of art that transforms with the advancement of technology and knowledge. Music aims to communicate works of art that can evoke the feelings of others. Music also contains a lot of messages that help explain certain thoughts, feelings, desires, and goals (Rismawati and Suryanef, 2021).

A song is a work of art through which the songwriter produces beautiful and meaningful melodies. The song produces a beautiful tone or melody if it is full of feelings. One form of the song is marching. Songs are the same as singing a piece of music or playing with certain patterns and forms (OO, 2016; Siswanto, 2020). Regarding the form of a piece of music, it is an option for the composer to determine the results to be arranged in his work so that the created songs can be described in the shortest parts of the musical phrases. Mars is a song composition with a regular and strong rhythm. This type of music has a regular, stomping rhythm composition and a fast tempo. The marching song is also called the "Marcia song, which is synonymous with enthusiasm, joy, cohesiveness, a spirit of unity, and oneness, and contains lyrics that tend to be stimulating. Mars is usually sung by individuals, groups, or choirs to support a parade or procession with or without the accompaniment of music and marching bands. The Mars song was created to increase orderliness in marching a large group (Karyawanto, 2018). In addition, the Mars song is a piece of music with a regular rhythm and beat and a strong accent, or akzent (Banoë, 2013).

Universities created the Mars song as an icon with various characters. The Mars song encapsulates several meanings that reflect an institution. This proves that the Mars song contributes to the progress of an institution. Surabaya State University is one of the state universities that focuses on character-building and is still attached to the institution. This history, as well as the vision and mission, became the

basis for creating a marching song, which until now has been known as "Mars UNESA".

Historically, the UNESA Mars song was made through a competition to create Hymns and Mars at Surabaya State University in 1999, organized by the Surabaya State University Research Institute and opened to the public. After a meticulous selection, the song Mars UNESA by Heni Kusumawati was declared the winner. Since December 1, 1999, the song Mars UNESA has consisted of 24 measures and is included in the song's 2-part form. The song refers to the modern marching principle, according to which every beat does not contain a patterned note value of 3/16 followed by 1/16. The creation of the song Mars UNESA has been processed or arranged with the concept of marching music, which is synonymous with marching bands (Karyawanto, 2018).

One of the verses in the Mars UNESA song, namely "Make it happen, practice the knowledge of faith and piety," UNESA remains victorious", which has a very deep meaning to be studied further. Therefore, this research is important to explore the value contained in the UNESA Mars song, especially in verse to be implemented later on for UNESA academicians to strengthen UNESA's character and the tagline "UNESA One Step Ahead".

Mars song has been researched before. Karyawanto (2018), for example, examines the UNESA Mars song from the perspective of song form and tonal ambitus. This study reveals that Mars UNESA's song uses a *gracia* tempo with a 4/4 time signature and has a strong and uplifting Mars song character. The tone ambitus in the Mars UNESA song orchestration consists of orchestration, arrangement, and development of song composition variations. The composition of the instruments in the Mars UNESA song arrangement has a significant impact on the quality of the arrangement. Each instrument's ambitus, timbre, and tone color give a different impression. The theme of the song Mars UNESA is communicated through the melodic accompaniment, which is presented as an attractive, creative, and characterful orchestration.

Arief et al. (2020) analyze the process of music development to enhance UNESA aerobic dance. The study highlights the presence of six genres in the musical accompaniment of the UNESA aerobic dance.

The quality of the improved accompanying music revealed encouraging results. The data were collected from the questionnaire developed to learn about the participants' feelings. The study shows the music's effectiveness on the participants' aerobic dance and their feelings in terms of motivation and comfort.

Meanwhile, Yani's study et al. (2021) regarding "Form of the Mars Song of FKIP University PGRI Palembang Accompaniment of Orchestral Format Music" shows that the Mars song of FKIP University PGRI Palembang University is a fragment of the partition in the notation, where the Mars song of FKIP has a polymetric musical form, antecedent phrases, and the resulting phrases do not have several measures in the same way. The arrangement of the Mars song FKIP University of Palembang with the orchestra format aims to get a strong beat with enthusiastic, energetic, and solemn accents so that the Mars song creates a musical effect to intensify feelings of patriotism in the Mars song. This study aims to describe the forms and strategies for promoting knowledge, faith, and piety through the UNESA Mars Song to strengthen "UNESA One Step Ahead".

Prasdiatama (2022) has explored various forms of the Mars song at SMKN 1 Ngawi. The study has been supported by the theoretical concepts of Karl-Edmund Prier SJ regarding the science of musical form. The study is based on qualitative research since the data are derived from the descriptive form of the song. Techniques of data reduction were used for the analysis of the data. The study of the forms of the song reflects an identity, which helps in knowing about the mission and vision of SMKN 1 Ngawi.

RESEARCH METHOD

This study used qualitative methods with Alfred Schutz's phenomenological approach. Phenomenological research is a narrative study that describes an individual's life experience with a particular phenomenon. This research was conducted at Surabaya State University by purposively selecting respondents from the academic community: leaders, lecturers, educational staff, and students.

This study used two types of data, namely primary and secondary data. Primary data were obtained through observation, in-depth interviews, and focus group discussions (FGD). First, observations were made to

see the implementation of knowledge, faith, and piety that has been carried out at UNESA. Second, in-depth interviews and focus group discussions (FGD) were arranged to obtain data or information about the form and strategy for implementing knowledge, faith, and piety for UNESA academicians through the UNESA Mars song to strengthen "UNESA One Step Ahead". The secondary data were obtained through library research by searching books, journal articles, and references about Mars from UNESA. The secondary data were used to construct the researcher's initial knowledge about the research problem.

This research considered Miles and Huberman's interactive model to analyze the data. Four components are used in interactive techniques: data collection, data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

Meaning of UNESA mars song

The marching song is also called the "Marcia song, which is a song that is synonymous with enthusiasm, joy, cohesiveness, a spirit of unity, and oneness and contains provocative lyrics. The Mars song was created to enhance orderliness in marching a large group (Karyawanto, 2018). Based on the results of interviews, the informants revealed that singing the Mars UNESA song was restricted to certain events. The verse "knowledge, faith, and piety" means that apart from being intelligent, one must also have a noble character. The meaning of the stanza "UNESA remains victorious" promotes the noble character of the young generation. The connection between the verse "knowledge, faith, and piety" and "UNESA remains victorious" is developed to encourage members of the academic community who are passionate about fighting for the identity of their place with good morals. The verse "realize and practice the knowledge of faith and piety, and UNESA remains victorious" and the tagline "UNESA is one step ahead" have a similar purpose because the goal is the same: to be the best version of the university and its students. Music is a communicative activity through sound that can convey messages and meanings (Jones, 2014; Thongtawee et al., 2016).

However, respondents (students) often sing the Mars UNESA song. According to them, the meaning of Mars

UNESA in verse "knowledge, faith, and piety" refers to the balance of the three aspects that UNESA citizens must possess. Knowledge is a worldly provision, while faith and piety are provisions for the hereafter. The verse "UNESA remains victorious" means that UNESA strives to always be ahead under any circumstances. There is a connection between the stanza, "realize the knowledge of faith and piety. UNESA remains victorious", and the tagline "UNESA One Step Ahead". The connection regarding the motto 'one step ahead' can be realized by UNESA if the song's verses are carried out realistically.

It reveals another meaning: intelligent people must have a noble character, so UNESA citizens (lecturers, students, and teaching staff) must be knowledgeable people who believe in their religion, practice their faith, and stay away from the prohibitions of their respective religions. In addition, the meaning of "faith and piety" refers to the relationship between the individual and the creator. On the other hand, UNESA students must have knowledge for future provision, faith in their relationship with God, and devotion to the creator. Academicians must be knowledgeable, have faith in their respective beliefs, and be pious towards their beliefs. Knowledge is used to achieve a goal. Besides knowledge, they have faith in the religion they profess so that they can do good things and stay away from bad things since piety is belief in Allah by carrying out His commands and avoiding His prohibitions.

In addition to it, other informants stated that Mars UNESA is sung quite often. It is usually sung during morning apple activities, on the 17th of every month, seminars, workshops, or even for fun while doing other activities. UNESA citizens, lecturers, and teaching staff must have knowledge and belief in the religion they adhere to, practice the faith they adhere to, and stay away from the prohibitions of their respective religions. The reason is that knowledgeable people can understand religious instructions, strengthening their beliefs. The verse "UNESA remains victorious" reveals a hope that UNESA will remain victorious for a long time. Looking at the relationship between faith, knowledge, and piety with UNESA, it can be said that if one is knowledgeable and benefits others, then UNESA will likely be victorious. The connection between

Bait Mars and the UNESA tagline is strengthened by developing knowledge, faith, and piety toward God.

The UNESA Mars song, besides the Indonesia Raya anthem, is always sung at the opening of every department meeting, at ceremonies, and at seminars. The scientific field that each academic community studies are what the word "science" in the Mars UNESA verse refers to. The meaning of "faith and piety" focuses on the relationship between the individual and the creator. According to the source, the relationship among the three words is established when each individual has knowledge accompanied by faith and piety, and only then can this knowledge be used to seek the right path. While the meaning of the verse "UNESA remains victorious" in the UNESA Mars song highlights the hope that UNESA will still have a place in the hearts of the community and continue to carry out its duties as a tertiary institution that prepares young people for the development of the nation in the future, which equips each student with knowledge and morality.

Implementation of strategy

There is a need to implement a strategy to realize and practice the knowledge obtained on campus through faith and piety through outreach to the surrounding community. Moreover, an attitude of tolerance towards others also needs to be promoted. The form of piety toward God is in the form of the belief that people profess. The way of realizing UNESA's glory is by Mars UNESA, which means to motivate educators and students who excel in academic and non-academic fields and have a noble character. Another strategy is to promote learning, worship, and religious activities in everyday life.

To achieve it, one must support knowledge by enhancing literacy. With knowledge and strong literacy, one can practice it through a community service mechanism. The way to manifest piety is by Mars UNESA; knowledge based on strong faith makes a person pious who carries out orders and avoids God's prohibitions. Another strategy for realizing and practising knowledge is to use faith and piety for character development by assessing knowledge, faith, and piety.

One of the song's verses is about the same: "Make it happen, practice the knowledge of faith and piety, and UNESA remains victorious". To manifest the

knowledge, one must study seriously, carry the name of UNESA, pray to God Almighty, and always ask for His help. To realize Taqwa, we must always draw closer to God Almighty. Through diligent study, we can attain knowledge. If we already understand something, then we should teach it. The knowledge can be imparted by participating in competitions, studying seriously, and always paying attention. To strengthen faith by always praying to God Almighty, the third way is to practice Taqwa by always believing in the decrees of God Almighty.

To realize knowledge, faith, and piety, we must enhance our abilities in the academic field. We can also improve our faith and piety through worship. Knowledge can be attained through the service of knowledge. The manifestation of faith is linked to our hearts, i.e., belief. To realize piety, we must always prostrate and be thankful to God Almighty. To be knowledgeable, one must remain humble, not be easily satisfied with his knowledge, and always serve science. Another strategy is to always improve ourselves and our quality.

An effective strategy to realize and practice knowledge, faith, and piety is to impart the knowledge gained on campus to the surrounding community. Moreover, there is a need for an attitude of tolerance towards others. The form of piety toward God is reflected in the form of the beliefs that we profess. The way to realize UNESA's glory is under Mars UNESA to motivate educators and students who excel in academic and non-academic fields and have a noble character. Another strategy is to increase learning, worship, and religious activities in everyday life.

To realize this, one must improve knowledge by increasing literacy. If you have knowledge and strong literacy, you must practice it through a community service mechanism. The way to manifest piety is by following Mars UNESA; knowledge based on strong faith makes a person pious by carrying out orders and avoiding God's prohibitions. Another strategy for realizing and practising knowledge is to highlight the role of faith and piety in character development by assessing knowledge, faith, and piety.

One of the song's verses reflects the same: "Make knowledge, faith, and piety a reality, and UNESA will still be victorious". To get knowledge, one must study seriously, carry the name of UNESA, pray to

God Almighty, and always ask for His help. To be pious, we must always get closer to God Almighty. We can attain knowledge through diligent study. One must impart his knowledge to others. One can also manifest knowledge by participating in competitions and studying seriously. The level of faith can be intensified by always praying to God Almighty. The third way is to manifest Taqwa by firmly believing in the decrees of God Almighty.

Knowledge, faith, and piety can be achieved by enhancing potential in the academic field. Faith and piety can also be manifested through worship. Knowledge is gained through sharing. The strategy for manifesting faith depends on our heart, which guides us about right and wrong. To realize piety, one must always prostrate and be grateful to God Almighty. A learned person must remain humble instead of arrogant, should not be content with his knowledge, and should always serve science. Another way is to always improve yourself and your quality.

The most effective strategy to realize and practice knowledge, faith, and piety is to teach the knowledge learned on campus to the surrounding community. An attitude of tolerance towards our neighbours also helps in this regard. The form of piety to the Almighty is to incline towards our beliefs. To realize UNESA's glory under Mars UNESA, one must be motivated to become an educator and student who excel in academic and non-academic fields and have a noble character. To realize UNESA's motto of encouraging students to show progress, the policy must be carried out to develop soft or hard skills with funding and appreciation. And what hinders realizing the UNESA motto is the presence of radical students or educators who need more noble character.

Other sources mention strategies, such as learning, worship, and religious activities in everyday life, for realizing and practising knowledge, faith, and piety. To realize UNESA's glory according to the mandate of the UNESA Mars Song is to implement the meaning of every verse in Mars UNESA into real life. Science and literacy must be practised with community service. Realizing faith with deep knowledge about faith and submission to God can strengthen our faith. According to Mars UNESA, knowledge based on sufficient faith and submission to God is needed to realize piety. It will make us pious individuals by making us carry

out orders and avoid prohibitions. The way to realize UNESA following Mars is possible is if all UNESA citizens work hard, are honest, and work extraordinarily so they can lead UNESA to a victorious position. The programs that have been developed by the university with a predetermined strategy and encourage innovation can lead UNESA one step ahead. According to the sources, the strategy for realizing and practising knowledge, faith, and piety can be made effective for character development by assessing knowledge, faith, and piety. To realize UNESA's glory according to the mandate of the UNESA Mars song, it is necessary to carry out the duties of each academic community properly. From the informants' perspective, each study program must have excellence and the courage to make breakthroughs to become a differentiator from other tertiary institutions. However, in every program or policy, there can be obstacles. According to the source, the obstacles faced by UNESA were in terms of funds and time. As many activities are designed for the advancement of UNESA, the program automatically requires funds and takes time to implement.

CONCLUSION

The meaning and relevance of the verse "knowledge, faith, and piety" reveal that apart from intelligence, one must also have a noble character. The meaning of the stanza, "UNESA remains victorious", shows that UNESA continues to advance in supporting or bringing a young generation of noble character. The connection between the verse "knowledge, faith, and piety" and "UNESA remains victorious" refers to an academic community member who struggles for the identity of the place where good moral values prevail. The link between the verse "realize and practice the knowledge of faith and piety; UNESA remains victorious" and the tagline "UNESA is one step ahead" has a conspicuous purpose since the goal is the same, i.e., to improve the level of the university and its students.

The knowledge gained on campus must be transferred to the surrounding community to ensure the realization and practice of knowledge, faith, and piety. In addition, an attitude of tolerance towards others is also important. Our beliefs reflect our pious nature in religious practices. The manner of realizing UNESA's glory is in line with Mars UNESA, which

means to inspire educators and students to attain a level where they excel in academic and non-academic fields and have a noble character. Another strategy is to ensure learning, worship, and religious activities in everyday life. To achieve it, one must deepen knowledge by increasing literacy. With knowledge and strong literacy, one needs to practice it through a community service mechanism. This research is about implementing strategies for promoting knowledge, piety, and faith in academic and non-academic fields. Research is needed to develop a collective identity based on humanitarian values, which help eliminate cultural differences. This will help develop cultural harmony.

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