

CHAPTER IV

MALAYSIAN STRATEGY ON INTERNATIONALIZE EDUCATION

This chapter tries to explain the Malaysian strategy on internationalization education system in Malaysia. The internationalization is carried out in ways; cultural exchange by inviting and offering the international student a low cost educational budget with good quality of education. Globalization as a driver of Malaysia in internationalizes its education system through various programs which running by government collaboration with education institutions in Malaysia, globalization also demanding educational institution to collaborate and compete in a global arena among education institution in the part of the world. The challenges of globalization are proactively answered by the Malaysian governments through the international cooperation in the form of increasing the number of international students in Malaysia by creating a strategy that would attract the international students to study in Malaysia. by the aim encourage educational institutions to enhance the competitiveness towards world class education through internationalization process. This explanation would be divided into two there are; The strategy of internationalization through inviting the international student to study in Malaysia and offering a high competitiveness advantage.

A. Inviting International Student to Study in Malaysia

This strategy in line with the Malaysian vision which wants to be a developed country with high income in 2020, by leveraging its competitive advantage by focusing on the 12 National Key Economic Area. NKEAs consists of greater Kuala Lumpur or Klang valley, financial services, palm oil and rubber, oil gas and energy, tourism, communication content and infrastructure, education, wholesale and retail, electronics and electricals, business services, healthcare,

agriculture. This NKEAs program will get the government priority support like; funding and attention from the Prime Minister. However, the Government will focus on NKEAs because this program will give the significant contribution to the gross national income which becomes the economic drive. Each of these areas is projected to grow between 3.2% - 6.9%, while the education sector is projected to grow up 5.4% annually. It is expected that the biggest contributors to the growth of this project will come from the private sector. The education sector is projected to increase to six-fold by 2020.

1. Grants the University Autonomy

Malaysian Minister of Higher Education Datuk Seri Mohd Khaled Nordin said that the government grants the autonomy to the university to implement the program. "the universities always argue that they can not excel because of the limitations and therefore they should have the autonomy, so that why government giving the autonomy in term of administration, finance, human resources and academic management, as well as student intake".¹ by giving the autonomy makes the universities more flexible in the term to develop their own programs in their own way such; the implementation of internationalization programs like internationalization curriculum in the learning process, student, and staff mobility program, cross-border education, foreign language study, research cooperation and others internationalization programs,² which which able to increase the number of international students who study in Malaysia.

¹ Interview Khaled by the New Straits Times, Friday (01/27/2012). Retrieved on September 29, 2017. From:

<https://news.okezone.com/read/2012/01/27/373/564567/agar-unggul-5-ptn-malaysia-diberi-otonomi>

² Knight, 2008. *Higher Education on Turmoil The Changing World Of Internationalization*

The steps which taken by Malaysia to increase the number of international students in Malaysia by creating programs which attract international students to come and study in Malaysia, the government considers that education is one of the twelve programs of the National Key Economic Areas and also as the cultural diplomacy which can be used by the country to establish the cooperation with other countries. This is seem like what Tulus Warsito and Wahyuni Kartikasari said in their book "Cultural Diplomacy" interpret the culture diplomacy as an effort of a country to fight for it's national interest through cultural dimension, both in micros like education, science, sport, and art, or in macro according to the main character, such as propaganda and others, which in the conventional sense may be regarded as non-political, economic, or military.

2. Student Mobility Program

The authority which granted by the government, the university more freely to make programs which related to the increasing the number of international students who come and study in Malaysia by student mobility program. Student mobility program is very important for international students to incorporate themselves into social and academic cultures in other countries and to give international students the opportunity to learn and experience Malaysian culture. The purpose of the Student Mobility Program is to offer international students the opportunity to undertake studies in Malaysia as the way to combine international dimensions with their university training and to gain intercultural knowledge, skills, and experiences from other countries. When a study in Malaysia, the student still registered as the student in their university and able to transfer the course grades without having to take a break in their previous university. According to Borden & Borza students who participate in the mobility student program will have and gain the wide opportunities, meet with the international student from another country

which will affect to the self-improvement, added value and international recognition.

Many universities are welcomes to all the International Students to join their Student mobility Programme (inbound and outbound) in Malaysia through the various program such as student exchange, visiting student, summer program, and international invitation program. The student exchange is a full-time student from a recognized foreign public or private university which signed MoU or MoA for "Student Exchange Program" with the universities in Malaysia. The minimum study period is one semester and the maximum period may not more than one year or two of regular semesters. For the Visiting student has limited period like minimum one month for the tailor-made programme and one semester for auditing courses. The maximum period of study should not be more than six months. Summer Program (SPI), this programs is made to give the student the Malaysian educational and cultural experience opportunities during the summer holidays and duration for this program is about four till eight weeks during short semester break. International Invitation Program (IIPI), the Students who participate in the event organized by Malaysian universities in cooperation with leading institutions such as FUIW, OIC, ISESCO, UNESCO, UN, AUN, ASEAN, ERASMUS MUNDUS, Commonwealth University, APEC, etc. Academic Programs, Seminars, conferences, paper presentations, cultural exhibitions, student development activities and usually this program held in five till seven days.

3. Malaysian Government Scholarship

In addition to giving the autonomy rights for universities to freely implement the program in order to improve the quality of education, the government seeks to provide the scholarships for the students from various other countries to continue their Master degree and Doctoral degree study level by gaining the financing from the Malaysian government. The Minister of Higher Education of Malaysia, Dato Seri Idris bin Jusoh said

that "The scholarship is for students who are eligible to enter university, later in the field of Master degree or Doctoral degree no specific field, all depends on the applicant want".³ Meeting in Jakarta on Monday 2 October 2017, with the Minister of Research, Technology and Higher Education of Indonesia M. Nasir.

There are two kind of government International scholarship are; The Malaysian International Scholarship (MIS) and Commonwealth Scholarship and Fellowship Plan (CSFP). The Malaysian International Scholarship (MIS) is an initiative by the Malaysian Government to attract the best brain from around the world to pursue advanced academic studies in Malaysia. This scholarship aims to support Malaysian Government's effort to attract, motivate and retain talented human capital from abroad. The CSFP is awarded by the Malaysian Government to the nominated students from the Commonwealth Countries to study at the post-graduate level at any public and selected private university in Malaysia.⁴ The government will give finance the students' needs such as Air tickets, tuition fees, Monthly allowance, Annual grant for books and internal travel, Medical / Health Insurance, Installation and Termination grants, Thesis allowance and Visa, with a many of majors and more than 20 universities options.

4. Cooperation With International Institution

The universities in Malaysia increasingly aggressive promote their universities to international students by opening

³ Interview minister of Higher Education of Malaysia, Dato Seri Idris bin Jusoh by Metro TV News, Retrieved on December 05, 2017. From: <http://internasional.metrotvnews.com/asia/8koJ70rb-malaysia-berikan-20-beasiswa-di-bidang-penelitian-bagi-pelajar-indonesia>

⁴ Malaysian Government scholarship official website, Retrieved on December 05, 2017. From: <https://biasiswa.mohe.gov.my/INTER/>

an international agency that will help the students to do the registration process until the student is declared accepted as a new student in its universities. For now, the registration through an agency is no longer charged by the agency, because the agency has got fees which are given by its university. Registration through agencies makes the student easier because the agent in addition to assisting in the registration process the agency also will be assisted in the visa application process of students to the Malaysian embassy. Rita Bernama said; "some universities in Malaysia already have official agencies in some countries like a UUM and UTM which now officially have been our partner since 3 years ago, we will help for all requirement of student candidate start from of registration process to find a place to stay for some universities that do not provide dormitories for new students".⁵

In each implementation of cultural diplomacy, there is an actor required. The actor of Cultural diplomacy is usually conducted by government or non-government, individual or collective, or every country itself, then occurs the pattern in the form of relationship between government and government, the government with private, private with private, private with a person, and government with a person. While the purpose of cultural diplomacy itself is to influence public opinion in support of a certain foreign policy. The definition of Cultural Diplomacy proposed by Milton Cummings, Jr. is the exchange of ideas, information, art, and other aspects of culture among nation and society, to encourage the mutual understanding.⁶

The international program is one of the indicators that the university can become a world-class university (WCU). In this

⁵ Interview international Malaysian agent by phone "Rita Pernama " the Owner easy agency in Padang, Indonesia

⁶ John Lenczovski, 2011. *Full Spectrum Diplomacy and Grand Strategy* [Reforming TheStructure and Culture of US Foreign Policy], United Kingdom: Lexington Books. p. 159

case, the international program symbolizes the diversity and shows the existence of institutional activities across nations. Cooperation activities between educational institutions will not be established if the quality between institutions is not equal. in Internationalization activities which involve many actors such as students, scholars, and lecturers from abroad. Furthermore, the international program is also an assessment indicator to become a Superior University. This is seen the assessment conducted by Times Higher Education (THE) in which the number of foreign lecturers and students is included in the list of assessment standards. For example the percentage of foreign staff assessment is 5% and the percentage of foreign students' assessment is 5%. in addition the number of staff and foreign students who become indicators of an institution can be categorized as a world-class university, International Partners & Collaborations with foreign universities or educational institutions is also an important indicator to get international recognition.

Table 4.1

Cooperation Malaysian Universities with Foreign Universities, College, and Organizations

No	Malaysian Institution	Foreign Countries	Foreign Universities, college, and Organizations
1.	University Malaya ⁷	60	463
2.	Universiti Kebangsaan Malaysia ⁸	26	136

⁷ Universiti Of Malaya, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05, 2017. From: [https://isc.um.edu.my/exchange/um-global-partner-\(mou-moa\)](https://isc.um.edu.my/exchange/um-global-partner-(mou-moa))

⁸ Universiti Kebangsaan Malaysia, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05,

3.	University Malaysia ⁹	Sains	34	119
4.	Universiti Malaysia ¹⁰	Putra	44	189
5.	Universiti Teknologi Malaysia ¹¹		36	241
6.	Universitas Utara Malaysia ¹²	Utara	29	162

B. Offering a High Competitiveness Advantage.

Husein Umar explained that the Competitive Strategy is a formulation which used to improve the competitiveness of corporation in the eyes of customers. Competitive strategies are useful as differentiating goods or services offered by other competitors and creating healthy competition with segmented customers.¹³ This strategy is often used by corporation, but

2017. From: <http://www.ukm.my/pha/partnership-and-corporation/international-cooperation-and-partners/>

⁹ Universiti Sains Malaysia, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05, 2017. From: <https://www.facebook.com/USMinfo/posts/383478645167392:0>

¹⁰ Universiti Putra Malaysia, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05, 2017. From: http://www.upm.edu.my/antarabangsa/global_partnership/international_collaborations-8321

¹¹ Universiti Teknologi Malaysia, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05, 2017. From: <http://www.utm.my/international/international-partnerships/>

¹² Universiti Utara Malaysia, *Cooperation with Foreign Universities, College and Organizations*, Retrieved on December 05, 2017. From: <http://www.uum.edu.my/en/international-partners-collaborations>

¹³ Suwarsono Muhammad, 2004. *Manajemen Strategik* [Konsep dan Kasus], Yogyakarta: UPP AMP YKPN. p. 258

today many state or bureaucracies are adopting, in order to improve their educational competitiveness, such as Malaysia who want to internationalize its education system and get international recognition in field of education, this is required Malaysia to have a large number of international students, but to increase the number of international students from various countries, Malaysia should have a competitiveness advantage from other country or it's competitor. that something Malaysian has to attract the international student want to study? because the students will usually think about the costs they must spend during their studies, like travel accommodation, living expenses, place of residence and tuition fees. There are three basic strategies that help a corporation gaining a competitive advantage, there are; cost advantage, differentiation, and focus. Porter calls this strategy a generic strategy.

1. Cost Advantage

Malaysia is one of the most popular study destinations in Asia, this country is very famous for its good education quality and affordable living cost. Malaysia is often referred as an academic center in Southeast Asia which offering a wide selection of courses and studies at all universities in Malaysia. It's cause there are so many international students choose to study and study in Malaysia. This is in line with Porter's Generic Competitive Strategies (ways of competing).

In cost leadership, corporations or bureaucracies decide to become producers in the low-cost marketplace, if a corporation or a bureaucracy offers goods or services with competitive price mean the price which offer is lower than its competitor, big chances which the corporations or bureaucracies will create market opportunities. These products (goods or services) are usually addressed to consumers who are relatively easily affected by price fluctuations or use price as a decision-making factor. To be able to run a low-cost

strategy, a company must be able to meet the requirements in two areas, there are resources and organization.¹⁴

Now Malaysia has a competitiveness advantage which offers the international student a lower cost in terms of tuition fees and living expenses compared to other countries such as Australia, United Kingdom or the United State of America. Besides having many options by offering various branch programs and establishment by internationally recognized institutions such as University of Newcastle, Swinburne University, Curtin University, Monash University and the University of Nottingham and some others. Malaysia has many interesting offers which related to the tuition fees, one of the interesting things is that students can take major studies to get degree in Engineering seem like a degree in united kingdom in just three years only with RM 51,000 where if the student takes directly study in the United Kingdom or others the student will spend about RM 144,000.

2. Differentiation

Differentiation encouraging companies or bureaucracy to be able to have its own uniqueness to be offered to the marketplace. The uniqueness of the product (goods or services) which become main product allows a company or bureaucracy to get a very large market. By offering different products (goods or services) to a prospective customer such as a variety of conveniences, additional features, flexibility, comfort and other things that are hard to find on a competitor. This type of strategy is typically addressed to potential customers who are relatively unlikely to price their decision-making (price insensitive).¹⁵ The government initiative opens

¹⁴ Competitive Strategy, *Porter's Generic Competitive Strategies*, Retrieved on September 20, 2017. From:

<https://www.ifm.eng.cam.ac.uk/research/dstools/porters-generic-competitive-strategies/>

¹⁵ ibid

international cooperation in the education field with universities around the world to establish their universities in Malaysia which managing by the private parties, this becomes the uniqueness or differentiation which owned by Malaysia and become a magnet for international students to come and study in Malaysia.

Many private universities in Malaysia offer a twinning or 2+1 degree option. This allows students to complete part of their degree in Malaysia and part at a partner institution in another country. This option has been popular, as it offers the chance to gain a degree accredited by a prestigious university in an established higher education destination (such as the UK, US, Australia, New Zealand, France or Germany) without paying the full costs of studying abroad for the entire length of the degree.

Table 4.2

The Number of Foreign Student Intake in Private University in Malaysia

No	Country of Origin	New Foreign Student 2014	New Foreign Student 2015	New Foreign Student 2016
1	BANGLADESH	24.049	23.791	24,269
2	NIGERIA	4.855	5.339	5,675
3	CHINA	4.147	3.434	4,332
4	INDONESIA	1.803	1.527	1,945
5	PAKISTAN	1.569	1.437	1,710
6	YAMEN	1.488	1.497	1,883
7	SUDAN	885	600	676
8	IRAN	597	424	393
9	LIBYA	1.172	1.197	1,144
10	KAZAKHSTAN	788	615	537
11	INDIA	761	786	902

12	SRI LANGKA	542	500	528
13	THE MALDIVES	508	358	455
14	SOUTH KOREA	613	532	568
15	SYIRIA	410	389	469
16	THAILAND	275	267	265
17	IRAQ	282	232	209
18	MAURITIUS	251	225	262
19	SOMALIA	302	274	423
20	UZBEKISTAN	434	235	225
21	PALESTINE	314	294	384
22	EGYPT	335	425	593
23	REPMOF TANZANIA	235	204	196
24	VIETNAM	257	201	264
25	SAUDI ARABIA	191	146	176
26	BRUNEI DARUSSALAM	215	188	230
27	KENYA	182	160	178
28	OMAN	225	145	174
29	JORDAN	192	184	209

30	MYANMAR	187	163	151
31	ZIMBABWE	147	116	129
32	NEPAL	176	70	50
33	OTHERS COUNTRY'S	3.604	3.177	3,740
TOTAL		52.080¹⁶	49.133¹⁷	53,344¹⁸

The private education sector in Malaysia has given a big contribution greatly to all segments by assisting the Government's program in providing access to quality education for all the Malaysian society. This can be seen in the increasing number of students enrolled in international schools like Malaysian student has 43 percent enrolled in international schools. In tertiary education (both domestic and international student) approximately 46 percent of students attending higher education are enrolled in private higher education institutions. Malaysia's desire to be a primary goal in education for international students is enhanced by offering various branch programs and establishment by internationally

¹⁶ The Number of Foreign Student Intake in Private University in Malaysia 2014, Retrieved on September 05, 2017. From:
<http://www.mohe.gov.my/en/download/awam/statistik/2014/173-bab-3-institusi-pendidikan-tinggi-swasta/file>

¹⁷ The Number of Foreign Student Intake in Private University in Malaysia 2015, Retrieved on September 05, 2017. From:
<http://www.mohe.gov.my/en/download/awam/statistik/2015/219-bab-3-b-institusi-pengajian-tinggi-swasta-pelajar-antarabangsa/file>

¹⁸ The Number of Foreign Student Intake in Private University in Malaysia, Retrieved on September 05, 2017. From:
20146<http://www.mohe.gov.my/en/download/awam/statistik/2016-statistik/404-bab-3-institusi-pengajian-tinggi-swasta-pelajar-bukan-warganegara/file>

recognized institutions such as University of Newcastle, Swinburne University, Curtin University, Monash University and the University of Nottingham and some others.

3. Focus on Specialization

The generic strategy of focus rests on the choice of a narrow competitive scope within an industry. The focuser selects a segment or group of segments in the industry and tailors its strategy to serving them to the exclusion of others. The focus strategy has two variants.(a) In cost focus, a firm seeks a cost advantage in its target segment. (b) differentiation focus a firm seeks differentiation in its target segment.¹⁹ Malaysia offers many options for special programs of university and majors for a new international student which is student can freely choose the program they are interested in. According to Focus strategy by porter which used by Malaysia is a way to attract more international students to come and study to Malaysia, this strategy is a privilege that the country offers to enhance the competitiveness advantages.

The new students can choose a major, which the universities in Malaysia have specialization majors in the certain fields such as; University Malaya, one of the universities which have a position among the world's top 50 for development studies, electrical engineering and mechanical engineering. Universiti Putra Malaysia, which includes the top 100 for agriculture and forestry internationally ranked. Universiti Kebangsaan Malaysia this university offer programs for education, politics, engineering, law, and mathematics. University Teknologi Malaysia this is can be seen in the subject international rankings, in which it appears 12 times and become in the top 100 for mechanical engineering, electrical engineering, and chemical engineering.

¹⁹ ibid

Table 4.3
QS World University Rankings 2015 – 2018

Institution Name	2015 ²⁰	2016 ²¹	2017 ²²	2018 ²³
University Malaya	151	146	133	114
Universiti Putra Malaysia	376	331	270	229
Universiti Kebangsaan Malaysia	259	312	302	230
Universiti Teknologi Malaysia	294	303	288	253
Universiti Sains Malaysia	309	289	330	264
Universiti Teknologi Petronas	1000+	1000+	601-650	601-650
International Islamic University Malaysia	510-550	551-600	601-650	701-759
Universiti Utara Malaysia	1000+	701+	701+	701+
Universiti Teknologi	1000+	1000+	701+	751-

²⁰ Top Universities, *Qs World University Ranking 2015*, Retrieved on September 09, 2017. From:

<https://www.topuniversities.com/university-rankings/world-university-rankings/2014>

²¹ Top Universities, *Qs World University Ranking 2016*, Retrieved on September 09, 2017. From:

<https://www.topuniversities.com/university-rankings/world-university-rankings/2015>

²² Top Universities, *Qs World University Ranking 2017*, Retrieved on September 09, 2017. From:

<https://www.topuniversities.com/university-rankings/world-university-rankings/2016>

²³ Top Universities, *Qs World University Ranking 2018*, Retrieved on September 09, 2017. From:

<https://www.topuniversities.com/university-rankings/world-university-rankings/2018>

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Now Malaysian have Five universities which emerged among the world's top 300 best others universities, and this is according to Quacquarelli Symonds (QS) World University rankings for 2018. The results these years indicate that Malaysia has nearly doubled its achievement and inter to the top-300 universities and up from three years ago on 2017, which indicate the successful year for Malaysian higher education. The University of Malaya is still become Malaysia's leading university and reaches the highest position it has achieved since the first-ever edition of the QS World University Rankings (2004). It rises by 19 places, and now ranks 114th and down 1 place from last year. Two other varsities which into to the top 300 are; Universiti Kebangsaan Malaysia (UKM), which rises to 230th position from 302nd and Universiti Sains Malaysia (USM), which jumps to 264th from 330th in the world. Meanwhile, Universiti Putra Malaysia (UPM) rises from 270th to 229th and Universiti Teknologi Malaysia (UTM) from 288th to 253rd.