

RINGKASAN

Komersialisasi Pendidikan Tinggi (Studi Kasus Perguruan Tinggi Kelas Jauh di Kabupaten Bondowoso)

Matkur

Penelitian ini mengkaji fenomena pendidikan di dalam masyarakat yang sedang mengalami komodifikasi, yaitu perubahan orientasi pendidikan dari aktifitas sosial budaya menjadi bisnis. Karena penelitian ini berupa studi kasus maka fokus kajian dipersempit pada lembaga tertentu dalam hal ini Perguruan Tinggi kelas jauh yang ada di Kabupaten Bondowoso.

Peneliti merasa tertarik pada tema ini karena melihat adanya realitas yang kontradiktif yaitu disatu sisi kualitas pendidikan masyarakat Bondowoso dikenal sangat rendah bahkan paling rendah di Jawa Timur, tetapi di sisi yang lain jumlah lembaga pendidikannya mulai dari Sekolah Dasar sampai dengan Perguruan Tingginya sangat banyak.

Adapun masalah dalam penelitian ini meliputi tiga hal. Pertama, apa yang melatar belakangi terjadinya komersialisasi Perguruan Tinggi kelas jauh di kabupaten Bondowoso. Kedua, Bagaimana proses terjadinya komersialisasi Perguruan Tinggi di Kabupaten Bondowoso. Ketiga, bagaimana dampak dari komersialisasi terhadap masyarakat Bondowoso.

Dari beberapa permasalahan tersebut nantinya diharapkan dapat memberikan pemahaman dan penyadaran pada masyarakat supaya tidak mudah dieksploitasi dengan dalih pendidikan, dan menjadi bahan pertimbangan bagi pemerintah dalam menentukan kebijakan mengenai pembangunan masyarakat utamanya dalam sector pendidikan, serta akan memperkaya khasanah ilmu pengetahuan social. Ketiga permasalahan tersebut dianalisis dengan menggunakan teori kapitalisme, teori pendidikan kritis, dan teori fungsionalisme struktural.

Adapun pendekatan penelitian yang digunakan adalah kualitatif yang bersifat deskriptif. Dalam menentukan informan peneliti berpijak pada metode etnografinya *Spradley* yang di dalamnya terdapat lima kriteria, yaitu ; pertama, enkulturasi penuh. Kedua, keterlibatan langsung. Ketiga, suasana budaya yang tidak dikenal. Keempat, ada

waktu yang cukup, dan Kelima, non analitik. Dari kriteria tersebut peneliti mengampil informan berdasarkan representasi Pengelola Perguruan Tinggi kelas jauh, Mahasiswa, Dosen, dan para Pengamat pendidikan di Kabupaten Bondowoso. Keseluruhan data penelitian dikumpulkan dengan metode wawancara dan dianalisis secara reflektif.

Setelah dianalisis maka ditemukan hal-hal berikut ini ; pertama, terjadinya komersialisasi pada Perguruan Tinggi kelas jauh di kabupaten Bondowoso anatar lain dilatar belakang oleh besarnya kebutuhan pegawai baru baik negeri maupun swasta utamanya kebutuhan tenaga guru. Sehingga banyak masyarakat yang mengejar legalitas untuk dapat diterima sebagai calon pegawai. Realitas tersebut dilihat oleh beberapa Perguruan Tinggi dari luar kota sebagai peluang bisnis yang cukup menjanjikan. Kedua, Perguruan Tinggi kelas jauh tersebut dikatakan telah melakukan komersialisasi apabila besarnya biaya pendidikan yang harus dibayar mahasiswa tidak sebanding dengan kualitas layanan pendidikan yang diberikan. Ketiga, komersialisasi yang terjadi pada Perguruan Tinggi kelas jauh dapat menggiring pola pikir masyarakat Bondowoso menjadi sangat formalistik yakni hanya bertumpu pada pencapaian ijazah dengan mengabaikan arti penting sebuah proses pendidikan. Namun demikian keberadaan Perguruan Tinggi kelas jauh tersebut juga memiliki dampak positif yaitu dapat menambah lapangan pekerjaan bagi Dosen utamanya Dosen lokal, tenaga administrasi, satuan pengamanan (satpam) dan pedagang kaki lima di sekitar tempat perkuliahan.

SUMMARY**COMMERCIALISATION OF HIGHER EDUCATION
(Case Study of Long Distance College in Bondowoso East Java)****Matkur**

The research deals with education phenomenon in society which is experiencing of commodification, that is change of education orientation from social culture activities become business. because this research was a field research which employs case study approach. In determining informan tread on the *Spradley* ethnography method which has five criterion, those are ; *First*, full enculturation. *Second*, direct involvement. *Third*, the unknown cultural atmosphere. *Fourth*, there is enough time, and *Fifth*, analyticless. The source applied is getting from some resource person that can be classified into four groups deals with Long Distance Collage in Bondowoso, they are : The Organizers, students, lecturer, and some observer of education in Bondowoso.

Researcher interested in this theme because seeing the existence of reality which was contradictively that is in one side education quality of Bondowoso'people is lowest in East Java, but on the other hand Bondowoso has much education institute from Elementary School until Higher Education.

As for it's research problem covering three things. *First*, What was background overshadow the him of commercialisation Long Distance College in Bondowoso? *Second*, How process the happening of College commercialisation in Bondowoso? *Third*, How impact of commercialisation to society of Bondowoso.

From some the problems is later expected can give resuscitation and understanding to society so that doesnot easy to be exploited by under the cloak of

education, and become consideration for government in determining policy about development of society specially in education sector, and also will enrich social science discourse. The third problems will be analysed by using capitalism theory, critical education theory, and theory of structural functionalism.

The result from this research are; *first*, the happening of commercialisation on the Long Distance College in Bondowoso was motivated by the plenty of opportunity to be new officer in the private or state sector specially teacher's profesion. so that many peoples which is need legality to be accepted as officer candidate. It seems by some Colleges from outside town as a business opportunity. *Second*, Long Distance College told has conducted commercialisation if level of education expense to be paid by student is not balance with education service quality. *Third*, The commercialisation that happened at Long Distance College can dribble the society of Bondowoso pattern though become very formalistic that is only convergent at attainment of diploma neglectfully the important meaning of education process. but that way the existence of Long Distance College also have positive impacts those are can open work field for local lecturers, administrative personnels, securities, and merchant of cloister around lecturing location.

ABSTRACT

COMMERCIALISATION OF HIGHER EDUCATION (Case Study of Long Distance College in Bondowoso East Java)

Matkur

Commercialisation of Higher Education is a form change of College orientation from social culture activities orientation become business. The mentioned cause the happening of change of pattern look into organizer of college to student which they were assuming only as buyer or consumer of education products as pre condition to enter job world.

The phenomenon can be seen at case Long Distance College in Bondowoso which the was amount of plenty of. where all organizers of long distance college in running the education institute is tending to use business logic that is "loss and profit logic" and hold on to economic principle that is trying with minimum capital to get maximum advantages. so that no wonder if the cost study in long distance college is more expensive whereas school activity not maximal.

Untill now many students in Bondowoso having an interest in the institute like that because the opportunity to getting jobs specially tobe civil servan was wide opened. Also if we compared to local college, it is not claim to be diligent student because an education according to the organizers of Long Distance College can be obtained instantly.

That education model can cause poormans cannot access to higher education and morally the mentioned have dribbled society to have pattern of though which was formalistic that is priding upon title and certificate neglectfully the essence of science.

Key Word : Commercialisation, Higher Education, and Long Distance College

DAFTAR TABEL

No.	Judul Tabel	Halaman
1.1	Jumlah Penduduk Bondowoso Menurut Pendidikan Terakhir	3
1.2	Data Perguruan Tinggi Kelas Jauh Yang Dikelola Pemkab	6
1.3	Data Perguruan Tinggi Kelas Jauh Yang Dikelola di Luar Pemkab Data Lembaga Pendidikan	7
2.1	Perbedaan Pendidikan Sebagai Aktifitas Sosial Budaya dan Pendidikan Sebagai Aktifitas Bisnis	16
3.1	Prosentase Penduduk Jawa Timur Usia 10 Tahun Ke Atas Dirinci Menurut Kabupaten/Kota Dan Partisipasi Bersekolah tahun 2003	27
4.1	Jumlah Penduduk Berdasarkan Jenis Kelamin	41
4.2	Jumlah Penduduk Menurut Usia	41
4.3	Data Lembaga Pendidikan Dan Siswa	48
5.1	Data Kebutuhan Guru Negeri di Lingkungan Kantor Departemen Agama Kabupaten Bondowoso	52
5.2	Data Kebutuhan Guru Negeri di Lingkungan Kantor Dinas Pendidikan Nasional Kabupaten Bondowoso	52