

## Abstrak

Ada sebagian unsur *good university governance* yang belum terlihat dengan jelas dalam penilaian perguruan tinggi swasta pada saat dilakukan akreditasi institusi. Unsur-unsur tersebut apabila dalam praktiknya kurang memperoleh perhatian perguruan tinggi swasta berpotensi melemahkan akuntabilitas publik perguruan tinggi swasta. Demikian halnya dengan adanya risiko reputasi, yang apabila tidak terkelola sesuai dengan prosedur penanganan risiko sebagaimana disarankan oleh lembaga terkait, akan menyurutkan kepercayaan masyarakat. Dua hal di atas, yaitu praktik *good university governance* dan pengelolaan risiko reputasi merupakan dua hal yang saling terkait dan harus dipertanggungjawabkan guna mendapatkan kepercayaan dan memperkuat legitimasi dari publik sebagai perguruan tinggi swasta yang bermutu, berdaya tahan tinggi, aman dan memberikan dampak bagi kemajuan masyarakat

Melalui penelitian ingin didalami sejauh mana praktik *good university governance* yang belum terlihat dengan jelas tersebut di atas dan seberapa jauh langkah penanganan risiko reputasi pada beberapa perguruan tinggi swasta di Daerah Istimewa Yogyakarta, kemudian diukur seberapa jauh capaian akuntabilitas publik atas pengelolaan suatu perguruan tinggi swasta. Pada ujungnya, melalui penelitian ini ingin diketahui dampak dipraktikkannya *good university governance* dan pengelolaan risiko reputasi pada akuntabilitas publik perguruan tinggi swasta. Hasil penelitian ini juga dijadikan dasar untuk diusulkannya cara memperkuat akuntabilitas publik perguruan tinggi swasta Adapun penelitian ini menggunakan metode kualitatif.

Hasil penelitian ini menunjukkan, bahwa praktik *good university governance* berdampak baik pada akuntabilitas publik, apabila keputusan atau kebijakan atau program perguruan tinggi swasta menyangkut praktik *good university governance* selalu dibuat secara tertulis dan tersedia bagi *stakeholders* yang membutuhkan. Perguruan tinggi swasta harus mampu menyediakan akses publik dengan prosedur tertentu, agar *stakeholders* dapat mengetahui informasi untuk semua hal yang terkait. Adapun informasi tersebut harus akurat dan lengkap. Selain itu program penyelenggaraan pendidikan tinggi terstandarisasi oleh perguruan tinggi swasta hendaknya disosialisasikan sesuai cara perguruan tinggi swasta berdasarkan peraturan perundang-undangan yang berlaku, serta disediakan mekanisme pengaduan masyarakat. Pada sisi lain, praktik penanganan risiko reputasi berdampak baik pada akuntabilitas publik, apabila keputusan atau kebijakan atau program penanganan risiko reputasi perguruan tinggi swasta dibuat secara tertulis dan tersedia bagi *stakeholders* yang membutuhkan, yaitu mulai proses penetapan konteks risiko, penilaian risiko (*risk assessment*), penanganan risiko (*risk treatment*), serta *monitoring*. *Stakeholders* perlu mengetahui informasi untuk semua hal yang terkait melalui akses publik dan prosedur yang berlaku. Adapun informasi tersebut harus akurat dan lengkap.

Kata kunci: praktik *good university governance*, penanganan risiko reputasi, penguatan akuntabilitas publik, perguruan tinggi swasta di Daerah Istimewa Yogyakarta.

### Abstract

There are some elements of good university governance that have not been clearly seen in the assessment of private universities at the time of institutional accreditation. If these elements in practice lack the attention of private universities, they have the potential to weaken the public accountability of private universities. Likewise with the existence of reputational risk, which if not managed in accordance with the procedures for handling risks as suggested by the relevant institution, will dampen public confidence. The two things above, namely the practice of a good university governance and management of reputation risk are two things that are interrelated and must be accounted for in order to gain trust and strengthen the legitimacy of the public as a quality, high-resilient, safe and impactful society.

Through research, we want to explore the extent to which good university governance practices have not been clearly seen above and how far the steps to handling reputation risk in several private universities in the “Daerah Istimewa Yogyakarta”, then measured how far the achievement of public accountability for the management of a private university. At the end, through this research we want to know the impact of the practice of good university governance and the management of reputation risk on the public accountability of private universities. The results of this study are also used as the basis for the proposed method of strengthening public accountability of private universities. The research uses qualitative methods.

The results of this study indicate that good university governance practices have a good impact on public accountability, if the decisions or policies or programs of private universities concerning the practice of good university governance are always made in writing and available to stakeholders in need. Private universities must be able to provide public access to certain procedures, so that stakeholders can find out information for all related matters. The information must be accurate and complete. In addition, standardized tertiary education programs by private universities should be disseminated according to the ways of private tertiary institutions based on applicable laws and regulations, as well as the provision of public complaints mechanisms. On the other hand, the practice of handling reputational risk has a good impact on public accountability, if a decision or policy or program to handle reputation risk of private tertiary institutions is made in writing and available to stakeholders in need, namely starting the process of determining risk context, risk assessment, risk treatment, and monitoring. Stakeholders need to know information for all matters related to public access and applicable procedures. The information must be accurate and complete.

Keywords: good university governance practices, handling reputation risk, strengthening public accountability, private universities in the “Daerah Istimewa Yogyakarta”