Preview

IndSight Dataverse

University

2025

Winning University Reputation:
Data, Strategy, and Reality

Source ***IndSight Platform Period Jan - Dec 2025***
NoLimit Indonesia/IndSight · Indonesia Public University

indsight
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In 2025, conversations about state universities in Indonesia reached

4.278.707

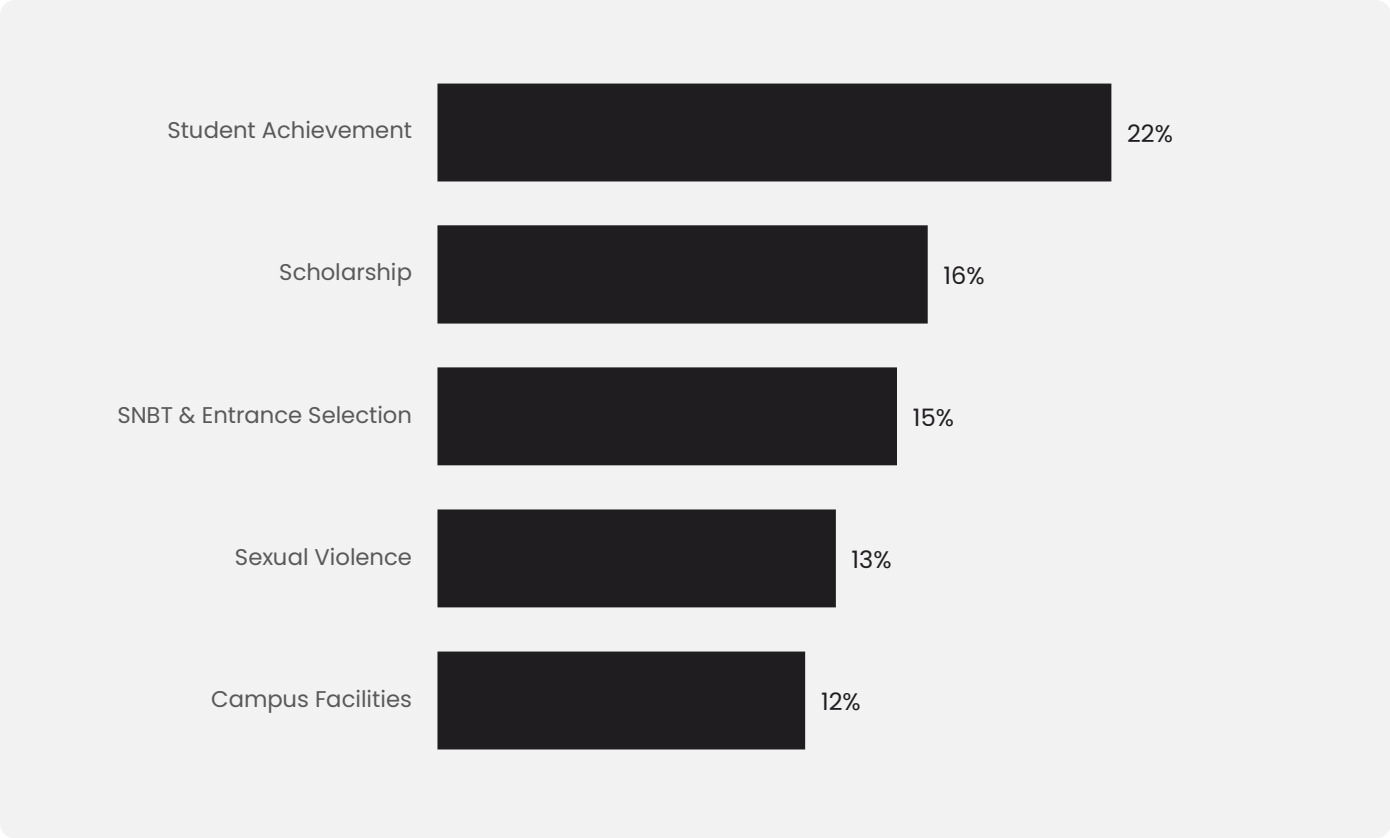
Positive Sentiment	Neutral Sentiment	Negative Sentiment
10%	83%	7%

THE QUESTION:

What is the public really talking about?

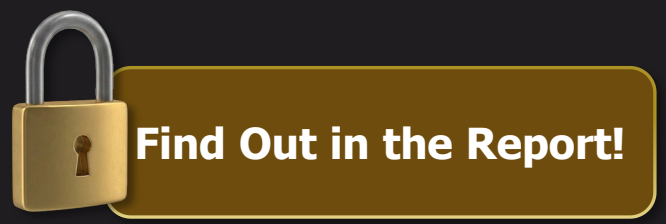
Five Topics Capture 78% of Public Attention to State Universities

However, the topic with the highest conversation volume is not necessarily the greatest reputational risk.



Students do not choose universities based on rankings alone.

Influence Is Shifting from Algorithms to the Family Dinner Table

Stages	The Most Influential Factors
Awareness	Social Media (42%) · Ranking (28%) · Alumni (15%)
Exploration	Social Media (34%) · School Counselors (22%) · Rankings (21%)
Consideration	
Evaluation	
Final Decision	

The strongest reputation builders may already be on campus.

ADVOCACY

28%

Share of advocacy conversations
Originating from current students

CRISIS TRIGGERS

30%

Share of crisis triggers
Originating from current students

The same actor. Two sides of the reputation equation.

What makes them so influential?

A Strong Reputation Requires Two Machines

GROWTH — Building Trust

- Enable students and alumni as the main content creators
- Strengthen academic quality & career readiness as a core promise
- Build a cross-stakeholder advocacy ecosystem
- Segment communications by prospective student type and region

PROTECTION — Protecting Trust



FULL REPORT CONTENTS

What else does the data reveal?

01 Who really shapes campus reputation

02 The persona behind the decision to choose a campus

03 Student expectations beyond academic quality

04 How alumni become reputation engines

05 The actors most likely to trigger crises

06 12-month Growth & Protection Playbook

Is your university ready to win in the reputation arena?

Access IndSight Fully at: https://dataverse.indsight.id/

What else does the data reveal?



UNLOCK THE FULL INSIGHT

https://dataverse.indsight.id/

Inside the full report, you'll find:

- **Who really shapes campus reputation.**
- **The personas behind the decision to choose a university.**
- **Student expectations beyond academic quality**
- **How alumni become reputation engines**
- **The actors most likely to trigger crises**
- **12-month Growth & Protection Playbook.**

Is your university ready to win in the reputation arena?