

Preview

IndSight Dataverse

University 2025

Winning University Reputation:
Data, Strategy, and Reality

Sumber **IndSight NoLimit**

Based on 4,278,707 public conversations about public universities (PTN),
January–December 2025

ind^{sight}
Product of **mit**



In 2025, conversations about state universities in Indonesia reached

4.278.707

Positive Sentiment

10%

Neutral Sentiment

83%

Negative Sentiment

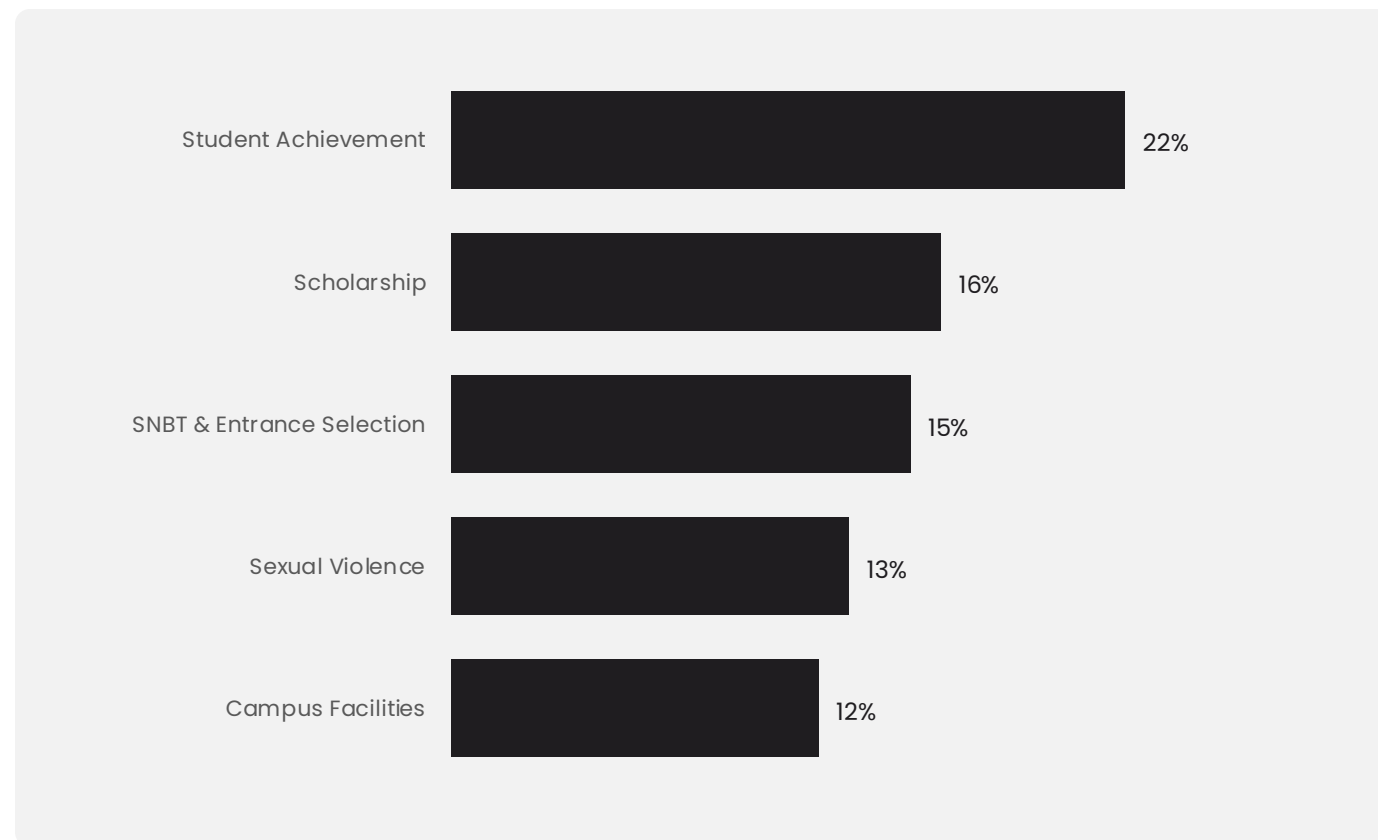
7%

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



Find Out in the Report!

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.indisight.id/>



UNLOCK THE FULL INSIGHT

<https://dataverse.indsight.id/>



What else does the data reveal?

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?