

UGM Ranks First in Indonesia and 53rd in Asia

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YOGYAKARTA - Universitas Gadjah Mada ranks 53rd in the 100 top Asian universities as quoted from the website www.4ICU.org of January 2013 edition. In the *Top 100 Universities and Collegein Asia*, UGM ranks 53, ITB 69, and UI 84.

Among 10 Indonesian universities, UGM ranks first, second ITB, third UI, fourth Universitas Brawijaya and fifth Universitas Gunadarma, which is also the only Indonesian private university in the list. The sixth to tenth: Institut Pertanian Bogor, Universitas Diponegoro, Universitas Sebelas Maret, Universitas Pendidikan Indonesia, and Institut Teknologi Sepuluh Nopember.

As many as 11,160 universities from 200 countries including 351 Indonesian universities are assessed by 4ICU (4International College and Universities). Popularity ranking on the Internet is done using different algorithm from five web metrics in three independent and separate search engines, Google Page Rank, Alexa Traffic Rank, Majestic Seo Referring Domains, Majestic Seo Citation Flow, and Majestic Seo Trust Flow.

Responding to the result, Head of Public Relations Office of UGM, Wijayanti, M.Sc., said the UGM ranking showed that the information disseminated to the public by UGM has withdrawn attention from international ranking agencies. "We were obviously happy with the result that the UGM effort in delivering information to the public has impacted in the UGM ranking in the World Universities Web Ranking," Wijayanti said on Monday (4/2).



Wiwit, as she is popularly called, explained that UGM under the leadership of Rector Prof. Dr. Pratikno, M.Soc. Sc., continues to improve quality in terms of education, research and community service. The results of the implementation of university's *tridarma* mission is disseminated on the website as a strategic communication media in the IT era.

According to Wiwit, the presence of UGM official website makes it easier for the public to get information from UGM, gaining solution to problems in their area while able to explore cooperation opportunities. UGM plans to present a better website in terms of appearance, access and more information features. "UGM also makes use of social networks that are very much liked by people," she concluded.

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