

Management Graduates: A Tracer Study from Universitas XXX

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Abtrack

Tracer Study merupakan suatu penelitian yang dapat memberikan informasi yang berguna untuk mengevaluasi hasil pendidikan tinggi dan selanjutnya dapat digunakan untuk meningkatkan dan menjamin mutu pendidikan tinggi. Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan jenis penelitian survei. Populasi penelitian adalah lulusan Jurusan Manajemen yang lulus pada tahun 2019 dan 2020. Sampel yang digunakan adalah sampling jenuh, dimana seluruh populasi merupakan anggota sampel. Hasil penelitian dianalisis menggunakan statistik deskriptif dan digali informasi tentang lulusan termasuk jumlah lulusan. Meliputi siapa saja lulusannya, status kepegawaian lulusan, waktu tunggu lulusan, cakupan tempat kerja lulusan. Hasil penelitian menunjukkan bahwa lulusan Manajemen mampu bertahan sebagai karyawan swasta. Horizontal Alignment mencapai 90% yang berarti sebagian besar lulusan program studi manajemen telah bekerja pada bidang yang relevan dengan latar belakang studinya.

Kata Kunci : Tracer Study

Abtrack

Tracer Study is a research that can provide useful information for evaluating the results of higher education and can then be used to improve and guarantee the quality of higher education. This research uses a quantitative research approach with a survey research type. The research population is Management Department graduates who graduated in 2019 and 2020. The sample used is saturated sampling, where the entire population is sample members. The research results were analyzed using descriptive statistics and information about graduates was extracted including the number of graduates. Includes who the graduates are, employment status of graduates, waiting time for graduates, coverage of graduates' workplaces. The research results show that Management graduates are able to survive as private sector employees. Horizontal Alignment reaches 90%, which means that most management study program graduates have worked in fields relevant to their study background.

Keyword : Tracer Study

INTRODUCTION

Organizing tracer study in the Management Study Program is to identify graduate competencies (knowledge and skills). Apart from that, to find out the relevance of the study program curriculum to the desires of the job market. The specific aim is to be able to map the alignment of Management Study Program graduates horizontally and vertically. Tracer Study is a graduate tracing study conducted on graduates two years after graduating. The Tracer Study aims to determine educational

achievements in the form of transition from university to the world of work, scientific outcomes, namely self-assessment of mastery and acquisition of competencies, educational processes in the form of evaluation of the learning process, and their contribution. Higher education institutions towards the acquisition of competencies and educational input in the form of extracting further information (Laguador, 2013; Sadiet al., 2019; Rennyet al., 2013; it is necessary to carry out a tracer study because it requires input from graduates to improve the education system

and management. As Gines mentioned, tracer study is an assessment tool to measure relevance between universities and employment (Gines, 2014). Tracer Study or tracing study, often referred to as an alumni survey or "follow up" survey, is a study of alumni of higher education providing institutions. This research study is useful for finding out how much higher education alumni are able to take part in development according to the relevance of their education. Tracer Study is an approach that allows higher education institutions to obtain information about deficiencies that may occur in the educational process and learning methods and can be the basis for planning activities for future improvements (Hermawan, 2016). Management department is a that strives to improve the quality of education on an ongoing basis continuously. To enhance the quality of learning, Management department evaluates the condition of the department, one of which is by conducting a Tracer Study. Tracer Study is needed to determine the distribution of graduates and the contribution of graduates in the community (Rogan and Reynolds, 2016; Ocholla, 2011; Hazaymeh, 2015). Through questionnaire items developed by the Indonesia Ministry of Education and Culture and adapted by Universitas XXX, it will be illustrated how the actual condition of graduates is today. The results of the Tracer Study can be used for various purposes of the Department of Management, starting from filling out accreditation forms, developing curriculum to developing extracurricular activities in the Department of Management. Through this urgency, the Tracer Study should be managed optimally because the output produced has a significant impact on improving the quality of education in the Department of Management. It is also an effort to develop the curriculum so that graduates will have the competency required by the company and industry. According to Arifin and Muzid (2018) as well as Brits and Steyn (2019), a career center can help improve the readiness and ability of alumni to compete in the job market. The center also carries out

tracer study activities and develops students based on the level of the scientific field and the requirements of the industry.

RESEARCH METHOD

This research is descriptive research with a quantitative approach. Descriptive research aims to reveal a problem or situation as it is and reveals existing facts, although sometimes interpretation or analysis is given. The results of this research focus on describing the actual situation of the object under study. Quantitative research must use numbers, from data collection, data interpretation, to displaying results. Descriptive and quantitative analysis describes a fact, symptom, phenomenon, opinion or opinions carefully and systematically. In this study, researchers want to reveal graduate data related to employment after graduation, time to get a job since the year of graduation, the relevance of the job to the field of Management, as well as the competencies and skills that graduates have to apply in industry (horizontal alignment and vertical alignment).

Participants

The study population comprises of graduates who completed their studies in 2020, belonging to homogeneous groups of students who graduated together. Specifically, the sample used for this research consists of Management Department graduates who graduated in 2020, with a total of 1687 graduates. The sample is considered to be saturated as the research aims to explore graduate data related to careers. Saturated sampling is a technique where all the members of the population are included in the sample. This technique has been used by several researchers in tracer studies, such as Syafiq (2016), Rusman (2012), and ITB Team (2014). Therefore, the total sample size for this study is 1687 graduates.

Instrument and Procedures

The study utilized a mixed questionnaire approach consisting of both open-ended and closed-ended questions to collect data. The questionnaire was the primary data collection technique. Data collection techniques include: questionnaire. The document used is a data document for alumni who graduated in 2020. All data collected through questionnaires was analyzed using descriptive percentage analysis techniques. The data that has been collected is then described and then conclusions are drawn about each component based on predetermined criteria.

The research process followed the steps below:

1. A tracer study questionnaire was developed by revising the previous format.
2. The questionnaire was discussed with the department for socialization and feedback.
3. The questionnaire was disseminated to alumni and users either manually or electronically. The manual method involved direct contact with alumni and users to fill out the questionnaire either on the website or on a printed version. The electronic method involved disseminating the questionnaire through social media or email to be filled out by the alumni themselves.
4. The data was tabulated, analyzed, and presented.
5. Finally, a report was written based on the results of the tracer study.

RESULTS AND DISCUSSION

Results

The study was conducted between August and December 2021, with a sample size of 943 graduates. All graduates were contacted to participate in the study, as they had to use a special account to access the questionnaire. To register for a Tracer Study account, graduates were required to provide their name, student identification number, and active email. The study found that out of the total 1687 graduates, only 943 filled out the questionnaire. This means that 744 graduates did not participate in the Tracer Study. The following are Table 1, which contain these details.

Table 1. Respondents who filled out the questionnaire & Respon Rate

No	Graduation Year	Total Graduate	Filed the questionnaire	Do not file the questionnaire	Response Rate
1	2020	1687	943	744	56%

1. **Respon Rate**
Response rate is the result of dividing the number of respondents by the population. The response rate for the Management program is 56%. This indicates that almost 50% of the respondents completed the questionnaire that was distributed.
2. **Waiting period before starting work**
The Tracer Study Management 2020 not only offers insights into the job search process for graduates but also sheds light on the time it takes for graduates to secure their first job. Based on the data presented in Figure 1, it can be inferred that management graduates typically secure their first jobs within six months of graduating from college.

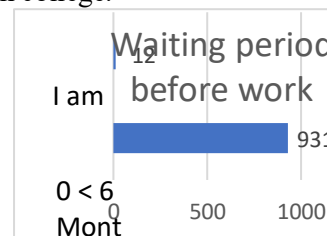


Figure 1. Waiting Period before work
Based on the figure, it is known that 931 graduates have worked, with the waiting time to get a job being less than 6 months. The total number of graduates who have not worked is 12 people.

3. Income

The income of management graduates varies greatly. Figure 2 illustrates the income range of management graduates. Out of 943 respondents, 113 graduates received salaries exceeding 5 million rupiah and 830 graduates received salaries ranging from 1-5 million rupiah.

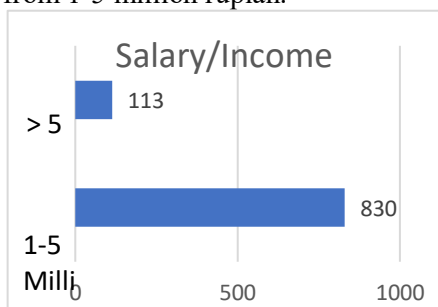


Figure 2. Waiting Period

before work

4. Work Place

There are various types of workplaces where you can work, and they are not limited to just companies. You can also choose to work for organizations, foundations, or non-governmental organizations. The differences between these types of workplaces are based on the goals they aim to achieve. Typically, companies seek maximum profits, while government agencies prioritize public services, and organizations generally focus on social activities. From figure 3, 869 graduates work in private Company, it means over 80 % from all graduate year 2020.

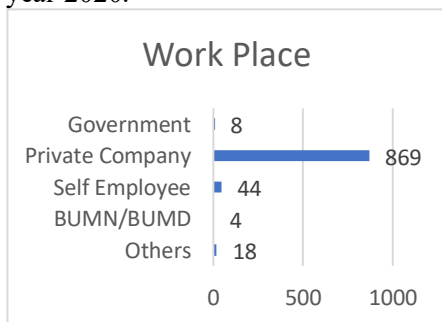


Figure 3. Waiting Period

before work

5. Horizontal Alignment

Horizontal Alignment is the relevance between the alumni's field of work and the graduate's field of knowledge in question. Most management graduates have worked in fields relevant to their study background, 90% stated that their current work is closely related to the study program they studied while studying. However, there were still 21 alumni who said they were not close enough, and 7 people said they were not close at all.

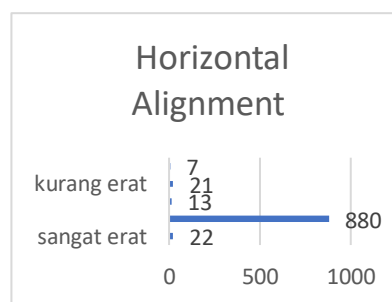


Figure 4. Horizontal

Alignment

6. Vertical Alignment

Vertical Alignment is the alignment between the level of education and the minimum level of education that is a requirement for a job. As many as 89% or around 777 management graduates work in positions that should be occupied by people with the same education. Meanwhile, 99 other people stated that their current work should be done by people with a level of education one level higher than them, there were only 22 people who stated that they were doing work that should be done by people with a level of education lower than them.

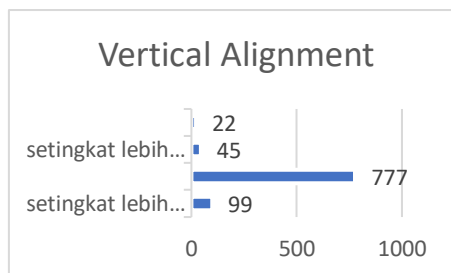


Figure 5. Vertical Alignment

Discussions

Based on the study tracer results, more than 95% of graduates have worked and have a waiting time of 0-6 months. This shows that on average graduates have a very short waiting time. This can happen because the graduates already had jobs before they graduated. There are more than 90% of graduates who have a high suitability between their field of work and Management science. The suitability shown means that the Bachelor of Education Management curriculum can transfer Management science values in accordance with the expected graduate profile. As expected, Management can offer graduate profiles that combine high-level knowledge and skills that are continuously adapted to meet the needs of the world of work. Graduates of the Management Department can meet the expected learning outcomes, proven by their field of work in Management science. As is known, learning achievement can be seen as the result of the entire learning process; it has been taken by students while studying in certain study programs. The relevance of work to the knowledge possessed can greatly influence scientific development, individual competence and career development of graduates. Relevance is also a goal expected from graduates. Ocholla (2011) also stated that graduates need to plan their careers while studying so that they have good and scientifically relevant jobs. Job relevance is one of the main goals in learning achievement. The results of the Tracer Study will serve as a fundamental reference for developing and implementing policies to enhance the quality of education in the Management Department by adapting and restructuring the curriculum. This is an

essential step towards anticipating and adapting to the changing needs of the industrial world. The findings of the study will provide an insight into the condition of graduates, their status, and their current activities. This information will be useful in improving the education system (Sharma, 2014). Tracer studies also indirectly help universities in making continuous improvement efforts on a regular basis.

Conclusions

According to the research results, the Management Tracer Study was conducted and showed that the majority of graduates were employed. Both horizontal and vertical alignments showed a percentage above 90%, indicating that graduates had mastered the expected competencies in the Management Department. Most Management graduates were employed in private companies, but they had limited contributions to the international workforce due to their inadequate communication and networking skills. Therefore, Management should establish international programs to assist graduates in contributing more widely, particularly in the global job market. Tracer studies also help universities to make continuous improvements. The findings of the tracer study can be utilized to enhance the quality of education in terms of the curriculum, its implementation, and the development of educational facilities and infrastructure.

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