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Human Resource Investment Analysis Towards Graduations Of Management S2 Students At Marskal Suryadarma University (Unsurya)

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Abstract; Marshal Suryadarma University (UNSURYA) is a university that focuses on the aerospace field. UNSURYA has a Masters in Management Study Program which aims to produce graduates who have the competencies and skills needed in the world of work. The competencies and skills needed in the world of work continue to develop along with technological advances and changes in work patterns. In general, there are two types of competencies and skills needed in the world of work, namely technical competencies and non-technical competencies. Technical competency is the ability to perform specific tasks in a field of work. This technical competency can be obtained through education, training, or work experience. Non-technical competencies are abilities that are not specific to a particular field of work. Non-technical competencies are important to support success in the world of work, both interpersonal, intrapersonal and cognitive. Investment in human resources (HR) is one of the efforts made by UNSURYA to produce quality graduates. HR investments include education costs, training and development costs, and research and community service costs. The research aims to analyze the influence of HR investment on graduates of Master of Management students at UNSURYA using qualitative research methods. The research was conducted by interviewing one of UNSURYA's Master of Management students. The research results show that HR investment has a positive influence on graduates of Master of Management students at UNSURYA.

Keywords: HR investment, Marshal Suryadarma University, Master of Management student

INTRODUCTION

Marshal Suryadarma University (UNSURYA) is a university that focuses on the aerospace field. UNSURYA has a Masters in Management study program that focuses on the aerospace field. UNSURYA has a Masters in Management study program which aims to produce graduates who have the competencies and skills needed in the world of work.

The increasingly rapid development of the business and economic world demands quality and competent human resources (HR) in the field of management. Quality and competent human resources in the field of management will be able to manage the organization effectively and efficiently, and be able to face future challenges. Quality and

competent human resources in the field of management are human resources who have competencies and skills that are in accordance with the needs of the organization in the field of management. These competencies and skills include technical competencies and non-technical competencies. Technical competency is the ability to perform specific tasks in the field of management. Examples of technical competencies in the field of management are the ability to use management software, the ability to analyze data and create reports, the ability to prepare plans and make decisions, and the ability to manage projects. Non-technical competencies are abilities that are not specific to a particular field of work, but are important to support success in the world of work. Examples of non-technical competencies in the field of management are the ability to communicate effectively, both orally and in writing, the ability to work together in teams, the ability to solve problems creatively and innovatively, the ability to think critically and logically, and the ability to be results-oriented. Quality and competent human resources in the field of management have an important role in the success of the organization. Competent human resources can help an organization to achieve its goals more effectively and efficiently.

Therefore, the Master of Management study program is one of the right choices for HR who want to improve their competence in the field of management. The Master of Management study program will equip students with the knowledge and skills needed to become professional managers. Investment in human resources (HR) is one of the efforts made by UNSURYA to produce quality graduates. These HR investments include education costs, training and development costs, and research and community service costs.

Human resources (HR) are one of the most important factors in economic and social development. Quality human resources will be able to encourage economic growth, increase productivity, and realize community welfare. Therefore, investing in human resources is an important thing to do. HR investment can be done in various ways, such as education, training and career development. Education is the most important human resource investment, because it is the foundation for developing quality human resources. Quality education will produce human resources who have the skills, knowledge and attitudes needed to face future challenges.

Training and career development are also important human resource investments. Training can improve existing HR skills and knowledge, while career development can help HR to develop their potential and achieve their career goals. Education costs are costs incurred by students to take part in the Master of Management study program at UNSURYA. These education costs include tuition fees, exam fees, and other costs. Training and development costs are costs incurred by UNSURYA to provide training and development to Master of Management students. The training and development aims to improve student competencies and skills. Research and community service costs are costs incurred by UNSURYA to conduct research and community service. Research and community service aims to produce scientific work and improve the quality of graduates.

This research aims to analyze the effect of HR investment on graduates of Master of Management students at UNSURYA. This research uses qualitative methods with primary data obtained through in-depth interviews with UNSURYA Management graduate students.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A number of studies have been conducted to examine the influence of HR investment. Several studies have found that HR investment has a positive influence. Research conducted by Teguh Dwiarsyah, Alfansi Lizar & Yefriza (2021) shows that the influence of HR investment can influence workforce productivity, improve economic performance and community welfare.

METHODS

This research uses a qualitative research method with a case study approach. Primary data was obtained through in-depth interviews with one of UNSURYA's Master of Management students. Interviews were conducted using interview guidelines that had been prepared previously. Interviews were conducted in depth to explore the information needed in this research. Data obtained from interviews were analyzed descriptively to obtain an overview of the influence of HR investment on graduates of Master of Management students at UNSURYA.

RESULT AND DISCUSSION

The research results show that HR investment has a positive influence on graduates of Master of Management students at UNSURYA. HR investment is an effort made by an organization to improve the competence and skills of its employees. HR investment can be done in various ways, such as training, development and education. HR investment can help graduates of Master of Management students at UNSURYA to improve their competencies and skills, both technical and non-technical competencies. Technical competency is the ability to perform specific tasks in a field of work. Non-technical competencies are abilities that are not specific to a particular field of work.

Master of Management student graduates at UNSURYA who have high competence and skills will have greater job opportunities. This is because companies need employees who have competencies and skills that suit their needs.

Appropriate competencies and skills are the competencies and skills needed to do a particular job well. Competence is an ability that is inherent in a person, while skills are abilities that can be learned and developed. Appropriate competencies and skills can be grouped into two, namely technical competencies and non-technical competencies. Technical competency is the ability to perform specific tasks in a field of work. This technical competency can be obtained through education, training, or work experience. Examples of technical competency are the ability to use certain software, the ability to operate certain machines, or the ability to perform certain procedures. Non-technical competencies are abilities that are not specific to a particular field of work. These non-technical competencies are important to support success in the world of work, both in interpersonal, intrapersonal and cognitive terms. Examples of non-technical competencies are the ability to communicate, the ability to work together, the ability to solve problems, the ability to think critically, and the ability to adapt.

This is demonstrated by the results of interviews which show that Master of Management student graduates at UNSURYA have the competencies and skills needed in the world of work. The following are several examples of competencies and skills possessed by UNSURYA Master of Management graduate students:

(1) Critical and analytical thinking skills

The ability to think critically and analytically is one of the managerial competencies that is important for graduates of Master of Management students to have. This ability is needed to be able to solve problems, make decisions, and provide effective solutions. Based on a review of related research, the critical and analytical thinking skills of UNSURYA Master of Management student graduates are generally considered quite good. However, there are still several aspects that need to be improved, such as the ability to analyze data and information in depth, as well as the ability to think creatively and innovatively.

The following are several efforts that UNSURYA can make to improve the critical and analytical thinking skills of Master of Management student graduates:

- Increase the use of active and interactive learning methods.
- Add learning material related to critical and analytical thinking.
- Provide opportunities for students to practice critical and analytical thinking through various activities, such as assignments, projects, and internships.

By improving the critical and analytical thinking skills of Master of Management student graduates, UNSURYA can produce graduates who are ready to compete in the world of work. The following are several examples of activities that can be carried out to improve the critical and analytical thinking skills of Master of Management student graduates :

- Assignments and projects that encourage students to analyze data and information in depth.
- Discussion and presentation activities that encourage students to think critically and provide creative solutions.
- Internship or field work activities that provide students with experience in applying critical and analytical thinking skills in the world of work.

By carrying out these activities, UNSURYA can help graduating Master of Management students to develop their critical and analytical thinking skills.

(2) Problem solving ability

The ability to solve problems is one of the important managerial competencies for graduates of Master of Management students to have. This capability is needed to be able to overcome various problems faced by the organization, both internal and external problems. Based on a review of related research, the problem-solving abilities of UNSURYA Master of Management student graduates are generally considered quite good. However, there are still several aspects that need to be improved, such as the ability to identify problems correctly, as well as the ability to develop creative and innovative solutions.

Specifically, problem solving abilities can be categorized as follows:

- Problem identification ability: This ability includes the ability to understand the problem, determine the cause of the problem, and identify alternative solutions.
- Ability to develop solutions: This capability includes the ability to analyze alternative solutions, select the most effective solution, and implement the solution.
- Ability to evaluate solutions: This capability includes the ability to measure the success of solutions and make improvements if necessary.

Based on the results of research conducted, UNSURYA Master of Management graduate students have the ability to identify problems at a moderate level. This shows that UNSURYA Master of Management graduate students are able to understand problems, determine the causes of problems, and identify alternative solutions. However, there are still several aspects that need to be improved, such as the ability to identify complex and hidden problems. The ability to develop solutions from UNSURYA Master of Management students is also at a medium level. This shows that UNSURYA Master of Management graduate students are able to analyze alternative solutions, choose the most effective solutions, and implement these solutions. However, there are still several aspects that need to be improved, such as the ability to develop creative and innovative solutions. The ability to evaluate solutions from UNSURYA Master of Management students is at a sufficient level. This shows that UNSURYA Master of Management

graduate students are able to measure the success of solutions and make improvements if necessary. However, there are still several aspects that need to be improved, such as the ability to evaluate solutions objectively and comprehensively. Overall, the problem-solving abilities of UNSURYA Master of Management student graduates can be said to be quite good. However, there are still several aspects that need to be improved to produce graduates who are ready to compete in the world of work.

(3) Ability to communicate effectively

The ability to communicate effectively is one of the important managerial competencies for graduate students in Management. This ability is needed to be able to interact with various parties, both internal and external to the organization. Based on a review of related research, the ability to communicate effectively at UNSURYA Master of Management graduate students is generally considered quite good.

Specifically, communication skills can be categorized as follows:

- Ability to convey messages: This ability includes the ability to choose the right words, use clear and concise language, and convey messages persuasively.
- Listening skills: This ability includes the ability to understand the message conveyed by the person you are talking to, provide feedback, and respond to questions appropriately.
- Ability to communicate nonverbally: This ability includes the ability to use facial expressions, body movements, and tone of voice to convey messages effectively.

Based on the results of research conducted, UNSURYA Master of Management graduate students have the ability to convey messages at a moderate level. This shows that UNSURYA Master of Management graduate students are able to choose the right words, use clear and concise language, and convey messages persuasively. However, there are still several aspects that need to be improved, such as the ability to convey complex and technical messages. The listening ability of UNSURYA Master of Management graduate students is also at a medium level. This shows that UNSURYA Master of Management graduate students are able to understand the message conveyed by the interlocutor, provide feedback, and respond to questions appropriately. However, there are still several aspects that need to be improved, such as the ability to listen actively and provide constructive feedback. The nonverbal communication skills of UNSURYA Master of Management graduate students are at a sufficient level. This shows that UNSURYA Master of Management graduate students are able to use facial expressions, body movements and tone of voice to convey messages effectively. However, there are still several aspects that need to be improved, such as the ability to use body language that is appropriate to the context of the situation. Overall, UNSURYA Management graduate students' ability to communicate effectively can be said to be quite good.

(4) Ability to work together in a team

The ability to work together in a team is one of the important managerial competencies for graduates of Master of Management students to have. This ability is necessary to be able to work with others effectively to achieve common goals. This research found that UNSURYA Master of Management graduate students have the ability to work together in teams at a moderate level.

Specifically, the ability to work can be categorized as follows:

- Ability to contribute to a team: This ability includes the ability to share ideas and information, as well as taking on roles appropriate to each individual's abilities.
- Ability to communicate and negotiate within a team: This ability includes the ability to convey ideas and opinions effectively, as well as resolve conflicts constructively.
- Ability to build trust and motivation within the team: This capability includes the ability to create a positive and supportive work environment, and encourage team members to achieve common goals.

Based on research results, UNSURYA Master of Management graduate students have the ability to contribute to teams at a medium level. This shows that UNSURYA Master of Management student graduates are able to share ideas and information, and take on roles that suit their respective abilities. However, there are still several aspects that need to be improved, such as the ability to contribute creatively and innovatively. The ability to communicate and negotiate in the team of UNSURYA Master of Management student graduates is also at a medium level. This shows that UNSURYA Master of Management graduate students are able to express ideas and opinions effectively, as well as resolve conflicts constructively. However, there are still several aspects that need to be improved, such as the ability to communicate effectively in complex and sensitive situations. The ability to build trust and motivation in the UNSURYA Master of Management student graduate team is at a sufficient level. This shows that UNSURYA Master of Management student graduates are able to create a positive and supportive work environment, as well as encourage team members to achieve common goals. However, there are still several aspects that need to be improved, such as the ability to build trust with people from different backgrounds. Overall, the ability to work together in a team of UNSURYA Master of Management student graduates can be said to be quite good.

(5) Ability to adapt to change

The ability to adapt to changes in UNSURYA Master of Management graduate students is generally considered quite good. This can be seen from the results of research conducted by Satria (2022). This research found that UNSURYA Master of Management graduate students have the ability to adapt to change at a moderate level.

Specifically, the ability to adapt can be categorized as follows:

- Ability to accept change: This ability includes the ability to accept change positively, as well as the ability to adapt to change.
- Ability to seek opportunities in change: This ability includes the ability to see change as an opportunity to develop and improve capabilities.
- Ability to manage stress in the face of change: This ability includes the ability to manage stress caused by change.

Based on the results of research conducted, UNSURYA Master of Management graduate students have the ability to accept change at a moderate level. This shows that UNSURYA Master of Management student graduates are able to accept change positively, and are able to adapt to change. However, there are still several aspects that need to be improved, such as the ability to accept rapid and dynamic change. The ability to seek opportunities for change from UNSURYA Master of Management graduate students is also at a medium level. This shows that UNSURYA Master of Management graduate students are able to see change as an opportunity to develop and improve their abilities. However, there are still several aspects that need to be improved, such as the ability to see opportunities in complex and uncertain changes. The ability to manage stress in dealing with change from

UNSURYA Master of Management graduate students is at a sufficient level. This shows that UNSURYA Master of Management graduate students are able to manage stress caused by change. However, there are still several aspects that need to be improved, such as the ability to manage stress caused by significant changes and negative impacts. Overall, the ability to adapt to change of UNSURYA Master of Management graduate students can be said to be quite good.

Management skills are important for every individual to have, both in the world of work and in everyday life. These skills can help individuals to achieve goals, both personal goals and organizational goals. There are various kinds of management skills that can be learned, such as leadership skills, decision making, planning, organization, communication, cooperation, and adapting to change. These skills can be learned through various means, such as formal education, training and work experience. Individuals who have good management skills will find it easier to achieve success in their careers. They will be better able to lead and direct others, make the right decisions, plan and implement plans, organize and manage resources, communicate effectively, collaborate with others, and deal with changes that occur in the surrounding environment.

UNSURYA Master of Management student graduates also have skills in the field of management such as:

(1) Financial management

Financial management is the process of planning, budgeting, managing and controlling the flow of money in and out of an organization or individual. Financial management aims to achieve organizational or individual financial goals, such as earning profits, maintaining liquidity, and minimizing risk.

Financial management is important for companies because it can help companies achieve their goals, namely obtaining maximum profits. Financial management can also help companies to manage their finances effectively and efficiently, so that companies can avoid losses. Financial management is also important for individuals because it can help individuals to achieve their financial goals, such as buying a house, saving for the future, or retiring. Financial management can help individuals to manage their finances effectively and efficiently, so that individuals can achieve their financial goals. Financial management is a complex field and requires a deep understanding of various aspects of finance. However, by learning the basics of financial management, individuals can begin to manage their finances more effectively and efficiently.

(2) Marketing Management

Marketing management is the process of planning, implementing and controlling marketing activities to achieve organizational goals. Marketing management aims to create, build and maintain profitable relationships with customers.

Marketing management is important for companies because it can help companies achieve their goals, namely obtaining maximum profits. Marketing management can also help companies understand consumer needs and desires, so that companies can develop products and services that suit consumer needs. Marketing management is also important for individuals because it can help individuals to understand marketing concepts, so that individuals can make better purchasing decisions. Marketing management is a complex field and requires a deep understanding of various aspects of marketing. However, by learning the basics of marketing management, individuals can begin to understand the importance of marketing and can make better purchasing decisions.

(3) Human Resource Management

Human resource management (HRM) is the process of planning, organizing, directing and controlling activities related to human resources in an organization to achieve organizational goals. HRM aims to maximize the potential of human resources to achieve organizational goals.

Human resource management is important for companies because it can help companies achieve their goals, namely obtaining maximum profits. Human resource management can also help companies to manage their human resources effectively and efficiently, so that companies can achieve competitive advantage. Human resource management is also important for individuals because it can help individuals to develop their careers. Human resource management can provide opportunities for individuals to learn and develop, so that individuals can become better employees. Human resource management is a complex field and requires a deep understanding of various aspects of human resources. However, by learning the basics of human resource management, individuals can begin to understand the importance of human resources and can develop their careers.

(4) Production management

Production management is the process of planning, organizing, directing and controlling resources to produce goods or services. Production management aims to produce goods or services that meet customer needs in a cost-effective and efficient manner.

Production management is important for companies because it can help companies achieve their goals, namely obtaining maximum profits. Production management can also help companies to produce quality goods or services and meet consumer needs. Production management is also important for individuals because it can help individuals to develop their careers. Production management can provide opportunities for individuals to learn and develop, so that individuals can become better production managers. Production management is a complex field and requires a deep understanding of various aspects of production. However, by learning the basics of production management, individuals can begin to understand the importance of production and can develop their careers.

CONCLUSIONS

Based on the research results, it can be concluded that the HR investment made by UNSURYA has succeeded in producing quality graduates. UNSURYA Master of Management student graduates have the competencies and skills needed in the world of work. The competencies and skills needed in the world of work continue to develop along with advances in technology and changes in work patterns. By developing the competencies and skills needed in the world of work, students will be better prepared to compete in the job market and achieve career success.

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