



IDENTIFYING THE ABSORPTION OF BUSINESS ADMINISTRATION GRADUATES IN INDUSTRIES THROUGHOUT EAST KALIMANTAN

Umi Zunaidah¹, Armini Ningsih², Andi Syarifuddin³.

^{1,2,3} Department of Business Administration, Politeknik Negeri Samarinda.

Corresponding E-mail: ¹⁾ umi1975@polnes.ac.id, ²⁾ armininingasih@polnes.ac.id,
²⁾ andisyarifuddin@polnes.ac.id

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Abstract

The relevance of the study field and employment is crucial in the context of the Tracer Study for the Applied Marketing Management program, as it indicates the efficacy of the education received by graduates. Once graduates obtain positions relevant to their studies, it indicates that the curriculum and instructional materials correlate by industry needs, therefore assisting their adjustment into the workforce. The analysis of alumni job status on Tracer study indicates the data is essential for the academic program. In evaluating the effectiveness of graduates in obtaining positions and the relevance of their education. The Tracer study results indicate 71% of alumni have successfully secured employment in diverse companies. Indicating effective job placement and pertinence of the study program's industry. This signifies that the education offered has effectively equipped graduates to confront the problems of the workforce. Furthermore, 12% of alumni pursue further education, 10% successfully establish their own businesses, ensuring succeeding academic entrepreneurship, and 7% work as managers in companies.

Keywords: *Graduate Absorption, Applied SI Marketing Management, Tracer Study*

1. INTRODUCTION

Samarinda State Polytechnic (Polnes) is a distinguished vocational higher education institution in Indonesia, founded in 1985 and officially reorganised in 1993. It seeks to provide professional education that corresponds with the requirements of the contemporary labour market, as stipulated by Government Regulation Number 60 of 1999. Polnes currently provides 28 study programmes, including Applied Bachelor and Master's degrees, designed to equip students with advanced technical and professional competencies. The Applied Bachelor in Marketing Management, initiated in 2008, has attained a "Very Good" accreditation, signifying its robust dedication to excellent education and industrial pertinence.

Polnes often performs tracer studies to assess the relevance and effectiveness of its educational programmes as part of its continuous improvement initiatives. These studies collect essential data on alumni employment status, career paths, and the congruence of their education with professional requirements. Polnes incorporates alumni feedback throughout its curriculum development to guarantee graduates are adequately equipped to confront emerging global concerns. The tracer research fulfils several objectives: assessing curriculum strengths and weaknesses, strengthening industrial ties, and improving educational quality. This continuous assessment not only facilitates the accreditation process but also offers useful insights to stakeholders regarding the competencies of Polnes graduates. Through this dedication to quality, Polnes seeks to cultivate graduates who are competitive on both national and worldwide stages.

2. LITERATURE REVIEW

The research conducted by Sukarno (2013) shows that the implementation of school policies in changing the curriculum at SMA Negeri 2 Wates from the 1994 curriculum to the 2013

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curriculum generally runs smoothly and well according to the applicable implementation guidelines. In the Budi Research (2012) conveyed the role of basic competencies associated with their clothing in the workplace, showing very important results in the workplace; The role of soft skills, which is associated with clothing in the workplace, shows that the results of the study are very important. Based on Salamiyan's research, the researchers obtained 28 respondents from alumni from the 2017-2020 batch. Of this number, 22 alumni have worked with a waiting period of 1 month to 2 years. Of the 22 respondents who have worked, 22 people have education references with their field of work and 2 people have jobs that are not relevant to their education. The results of Kerbela and Desriyeni's research concluded several things, including First, the profile of graduates of the Indonesian Literature Study Program Study Program at Padang State University can be seen from the number of respondents who responded to the questionnaire that has been distributed, the number of alumni in the last 5 years is 240 alumni, while those who responded were only 71 alumni, and the most common among women, and the average to get a job

3. IMPLEMENTATION METHOD

This tracer study employs a descriptive methodology to assess the career advancement, job pertinence, and skills of graduates from the Applied Bachelor in Marketing Management program at Samarinda State Polytechnic (Polnes). The study seeks to gather quantitative and qualitative data from alumni and their employers to evaluate the program's efficacy in equipping students for the workforce.

Demographics and Sample Size

The demographic comprises Polnes alumni from the graduating classes of 2018 to 2024 and their employment. Alumni from many fields, governmental entities, and the commercial sector were incorporated. A purposive sample strategy was utilized to guarantee representation across various graduating years and employment sectors.

Data Acquisition

The research employed an online survey disseminated using a Google Form link circulated within alumni networks, specifically WhatsApp groups. This approach enabled extensive participation and guaranteed convenient access for responses. The survey encompassed enquiries regarding employment status, the applicability of education to present positions, skill competency, career advancement, and alumni satisfaction with the program. Feedback from employers was gathered to evaluate perceptions of graduate performance.

Research Instrument

The survey instrument was created in alignment with the aims of the tracer study, concentrating on:

1. Outcomes of alumni employment (employment status, job pertinence, duration to obtain employment).
2. Evaluation of competencies (professionalism, communication, information technology competency, English language proficiency).
3. Advancement and growth in one's career (entrepreneurship, leadership positions).
4. Alumni contentment with the program and its offerings.

The questionnaire had closed-ended questions for quantitative analysis and open-ended for qualitative insights.

Data Examination

The gathered data was examined utilizing descriptive statistical techniques. Frequency distributions and cross-tabulations were employed to discern trends and linkages within the data.

Qualitative responses underwent thematic analysis to furnish more context and profound insights on alumni experiences and recommendations.

4. RESULTS AND DISCUSSION

4.1 Alumni Participation Graduated in 2018-2024

The number of alumni who fill out the tracer study questionnaire is very important to ensure the accuracy of the data and the validity of the study program evaluation. High participation allows institutions to get richer feedback, understand career trends, and tailor the curriculum to industry needs. This data also supports the accreditation process and improving the quality of education.

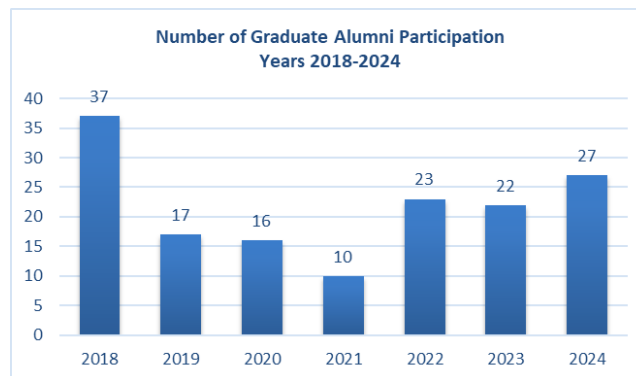


Figure 1 Graduate alumni 2018-2024

The image of the participation of alumni of the Marketing Management Study Program (2018-2024) shows the highest level in 2018 (24%), but there is a significant decrease until 2023 (7%). By 2024, participation will increase to 11%, indicating potential improvements that need to be monitored.

3.2 Participant's Employment Status

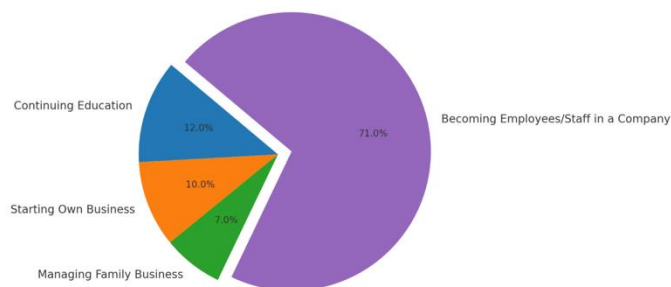


Figure 2 Alumni's Employment Status

The employment status of alumni in the tracer study is important to assess the success of graduates and the relevance of education to the needs of the job market. This data supports the evaluation of curriculum, teaching, and industry networks to improve the accreditation and reputation of study programs.

As many as 71% of alumni work in business companies, 12% continue their education, 10% become entrepreneurs, and 7% manage family businesses, reflecting the diverse career paths taken by graduates.

3.3 Types of Professions

The analysis of alumni careers in the tracer study of Applied S1 Marketing Management is crucial for evaluating the curriculum's alignment with industry requirements. The prevalence of the 'Administrator' profession indicates that many alumni select this function, whereas

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technical positions like 'Marketing Personnel' and 'Business Consultant' are less common. This data aids in assessing the curriculum, enhancing technical competencies, and forging industrial alliances, while also guiding curriculum development to align more closely with job market demands and augment the competitiveness of graduates.

3.4 Duration of Anticipation for Initial Employment

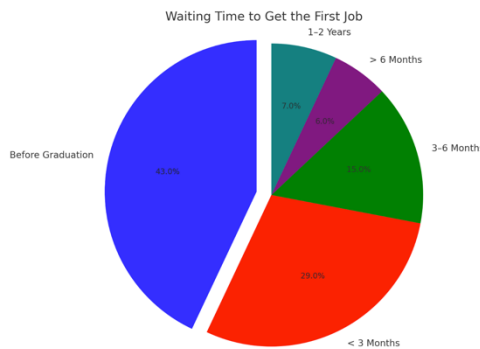


Figure 3 Waiting Time to Get the First Job

The duration of time alumni wait before securing their first employment is crucial in a tracer study to evaluate graduate preparedness and the efficacy of the academic program. Brief wait times signify elevated demand, however prolonged wait times may denote insufficient skills or intense competition. The tracer research results indicate that 43% of graduates are employed before to graduation, and nearly 75% secure employment within three months post-degree. Merely 13% required an excess of six months. The findings indicate that the study program effectively prepares graduates and provide valuable information for prospective students and stakeholders.

3.5 Relevance of the Academic Discipline to the Profession

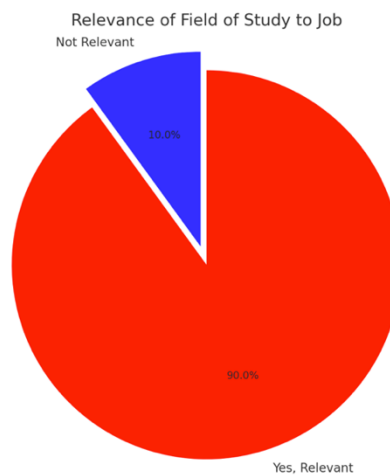


Figure 4 Relevance of Field of Study to Job

The suitability between the field of study and the job in the tracer study of S1 Applied Marketing Management is important to assess the relevance of education to industry needs. Graduates who work according to their field of study demonstrate an effective curriculum that is relevant to industry developments.

Ninety percent of alumni indicated that their present employment closely corresponds with their subject of study, demonstrating that the program efficiently equips graduates for pertinent career trajectories. Nonetheless, 10% reported a discrepancy between their education and work, potentially indicating shifting market demands or deficiencies in the curriculum that necessitate additional refinement. Graduates employed in positions corresponding to their academic disciplines reported greater job satisfaction and career advancement, underscoring the need of sustaining and improving this alignment.

3.6 Level/Size of Entrepreneurship

Assessing the degree of entrepreneurship via a tracer study is crucial for comprehending the entrepreneurial ecosystem and market potential for graduates. It offers insight on business types, entrepreneurial obstacles, and the impact of education on entrepreneurial initiation. Data indicates that most alumni are entrepreneurs operating at the local or regional level, with a minority successfully expanding their firms to the national level. This signifies a potential to expand the enterprise and requires assistance to enhance business scale and competitiveness in the national market.

3.7 Level/Size of Workplace

Tracer studies evaluating alumni employment at local, national, and worldwide levels are essential for assessing the alignment of education with the job market. This data demonstrates graduate career prospects and affiliations with international corporations, along with supportive policies, training programs, and alumni networks. Seventy-six percent of alumni are employed at the local or regional level, whilst only one percent is engaged in global corporations, signifying restricted prospects in worldwide markets. This underscores the necessity to broaden career prospects and enhance the competitiveness of graduates in the global marketplace.

3.8 The gap between the work ethic that alumni have when they graduate and those required at work

A tracer study examining the disparity between alumni work ethics and those required in the professional realm is essential for assessing educational relevance and enhancing the instruction of soft skills. The findings indicate that 99% of alumni possess a commendable or exemplary work ethic, demonstrating the efficacy of schooling in preparing graduates. Merely 1% is deemed adequate, suggesting that ethics does not pose a substantial impediment. It enhances the institution's reputation for cultivating ethically and professionally equipped graduates.

3.9 Professionalism in Occupational Responsibilities

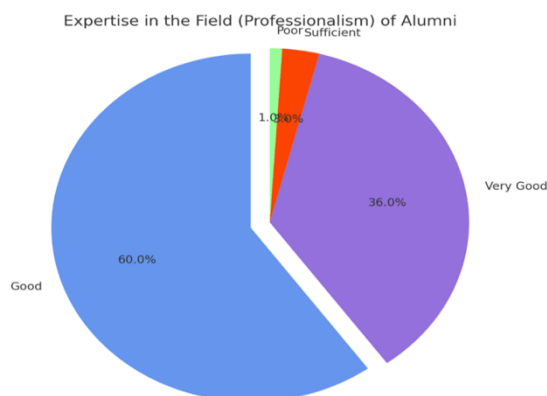


Figure 5 Professionalism in Occupational Responsibilities

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Tracer studies related to expertise in the field of science are important to assess the extent to which the education of the study program meets the needs of the industry. The results of the study show that 60% of alumni have good skills, 36% are very good, and 4% are enough or less, indicating that most graduates are ready to work professionally. This data helps institutions assess the relevance of curriculum and teaching methods and improve the quality of education so that graduates are more competitive in the job market.

3.10 English Language Proficiency

A tracer study on English language competency is essential to evaluate the program's effectiveness in preparing alumni for the global labor market. Data indicates that 47% of grads possess good talents, 39% are somewhat proficient, and 11% are highly skilled. These findings indicate the necessity to enhance English language programs via intense courses or training to elevate the communication abilities of graduates in the worldwide work market.

3.11 Utilization of Information Technology

A tracer study on the utilization of information technology is essential for assessing alumni's preparedness to confront technological problems in the workforce. The study's results indicated that 96% of alumni have adequate IT abilities, while 4% perceived deficiencies in their skills, highlighting the necessity for more development. Institutions can customize the curriculum and provide supplementary training to enhance the IT competencies of alumni, assuring their preparedness for a global employment market that emphasizes technological innovation.

3.12 Communication Skills

A tracer study on communication skills is crucial for assessing how well the curriculum equips graduates with the necessary competences for the professional realm. The study's findings revealed that 94% of alumni exhibited proficient communication skills, with 55% classified in the "Very Good" category. Nevertheless, 6% of alumni possess communication abilities that require enhancement. Institutions may improve communication training to ensure that all graduates possess outstanding communication skills, in accordance with professional standards.

3.13 Self Development Ability

Tracer studies on self-development competencies are crucial for assessing alumni's readiness to adapt to workforce changes. The study's findings revealed that 93% of alumni possess proficient or exceptional self-development skills, whilst 7% require improvement. This highlights the need for a more stringent self-development program to better prepare alumni for adaptation and creativity in the industry. Institutions may leverage this data to augment training and mentorship focused on alumni self-development.

3.14 The Necessity of Career Development

Tracer studies on career development are essential for evaluating the degree to which alumni leverage their education to attain professional objectives. The study's results indicate that general courses are the predominant competence, whereas entrepreneurship exerts the least influence, albeit remaining significant. This signifies that schools must enhance entrepreneurial development programs and augment career support to better equip alumni for the difficulties of a dynamic employment market.

3.15 Alumni Satisfaction with Academic Program / Departmental Services



A tracer study on alumni satisfaction is essential for assessing the quality of academic program services. The findings indicated that 88% of alumni expressed satisfaction or high satisfaction with the services received, demonstrating the efficacy of the program and the support offered. Despite 12% expressing dissatisfaction, this percentage is minimal. The elevated satisfaction level signifies the efficacy of the study program in delivering quality services, perhaps enhancing the institution's reputation and its appeal to prospective students.

5. CONCLUSION

An examination of tracer studies of alumni from the Applied S1 Marketing Management Study Program (2018-2024) has shown some significant discoveries. Alumni participation in the studies has markedly declined, falling from 24% in 2018 to 11% in 2024, underscoring the necessity for initiatives to enhance alumni knowledge and involvement. Concerning employment, 71% of alumni are gainfully employed; yet hardly 10% are engaged in entrepreneurial endeavors, indicating a potential for the augmentation of entrepreneurial talents. The predominant occupation among alumni is 'Administrator,' with minimal representation in technical positions, indicating a necessity for curriculum modifications to more effectively meet market requirements. While most alumni obtain employment within three months of graduation, 13% require over six months, suggesting a need for enhancement in work preparedness. Notably, 90% of alumni perceive their education as pertinent to their professional endeavors. Although numerous alumni engage in local enterprises, only a limited number have scaled to national or international dimensions, indicating a prospective avenue for expansion. Moreover, most alumni demonstrate robust work ethics and professionalism, adequately preparing them for working challenges.

The research presents multiple suggestions for enhancement. To enhance alumni participation, more efficient communication efforts must be implemented to actively involve alumni. Customization of the curriculum is essential to augment technical and entrepreneurial competencies. Offering training and tools to assist independent enterprises helps foster entrepreneurship among alumni. Enhancing networking initiatives with industry partners is essential for generating additional career and internship opportunities. Systematic curriculum assessments informed by alumni comments will guarantee the continued relevance of educational programs. The persistent focus on cultivating soft skills and work ethics will enhance graduates' readiness for professional achievement.

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