

Analysis The Position of Alumni In The Workplace In The Area of Jakarta

Cases Study in Sahid Institute of Tourism Jakarta

*FX Setiyowibowo
Hotel Department
Sahid Institute of Tourism
Jakarta, Indonesia
fxsetiyowibowo@stpsahid.ac.id*

*Marya Yenny
Hotel Department
Sahid Institute of Tourism
Jakarta, Indonesia
yennymarya@yahoo.co.id*

*Karim Abdul Aziz
Tourism Department
Sahid Institute of Tourism
Jakarta, Indonesia
whatever7nd@yahoo.com*

Abstract—This study aims to analyze positions of Sahid's alumni in the workplace in the area of Jakarta and to determine strategy to raise the positions of Sahid's alumni in the workplace in Jakarta. This research is descriptive qualitative. The analyzed unit is the data of alumni's position in the workplace since 1999 until 2014 academic year as many as 1101 people. Primary data is the data that processed from the outcome of questionnaire, while secondary data was the data of alumni from the student affair department. Data collection was carried out by interviews and spread to the questionnaire toward 35 informants consisting of alumnie, lecturers, head and employees of the student affair department, chairman and employees of academic department and personnel department in the industry. SWOT matrix (Strengths, weaknesses, opportunities and threats) used to determine the priorities program to be executed by Sahid's Management. The conclusion is that position of Sahid's graduates is 86% as employees, with 946 people. Next was 5% as supervisor, with 61 people and 4% as an entrepreneur, with 45 people. As for 3% was as manager, with 32 people, while 2% without explanation, with 17 people. As for 946 these people as employees spread as many as 22% as employees in the industry, 12% as a cook, waitress 9%, waiter %, front desk 6%, housekeeper 4%, bartender 4%, pastry 4%, barista 3%, marketer 3%, tour leader 2%, cashier 2%, administrator 2%, customer service 1% and without explanation 7%. Meanwhile, programs that need to be executed by Sahid's Management is 1) implementing triple mode as method of learning (on campus, on industry, on line learning), 2) the formation of career center supported by organizing a seminar, workshop about strategy entering the workforce, 3) provisions for students and assessors to implement the

competency test through LSP (Certification Institute of Profession) to the Asean Level of, 4) strengthening a network of alumni, 5) an increase in cooperation with industries in hospitality and tourism through the provision of the MoU, 6) an increase in cooperation in education with d'Anger University of France and Toho University of Japan in sending students to learn to abroad, 7) implement the business plan of entrepreneurship as the last project of student who cooperate with formal banking industry, 8) the establishment of central provisions for training and for college students that will compete in skill competition.

Keywords—alumni, position, the workplace, strategy, SWOT analysis

I. INTRODUCTION

As one of the countries that have tourist objects are very interesting, Indonesia has seriously pay attention to the development of the tourism sector, as shown by the introduction of this sector as a major foreign exchange earner with the Wonderful Indonesia 2015 program. In the field of scientific debate about the science of tourism has entered a new phase with the Declaration of Tourism Sciences on August 24, 2006 in Jakarta. This declaration states that based on various studies , tourism has been qualified as a science based on the philosophy of science , so in Tourism Education Coordination Meeting consisting of academics , associations , and government , agreed to declare : First , tourism is an independent branch of science ; second , S1 , S2 , S3 Tourism Studies in various institutions of higher education is feasible

given permission by the Ministry of Education, both as faculty in a university or institute as an independent institution. Recognition from the government that Tourism is an extremely complex phenomenon in society, which requires a multidisciplinary approach for studying or even transdisciplinary, so tourism has now become a subject of knowledge, is discussed scientifically inappropriate to generate scientific knowledge (science). Further clarity of tourism as a science confirmed the results of the National Workshop in Bandung, 10 July 2007, which noted some recommendations related to scientific tourism. First, when viewed from the perspective of the philosophy of science, tourism has a strong base to be regarded as an independent science, because it meets the terms of the ontological, epistemological and axiological. On the other hand, tourism is eligible to become an independent science, both from the aspect of universal, material objects and formal, systematic and research methods. Second, the empirical experience shows the need for tourism human resources in addition to professional and technical personnel, namely their role as academics / researchers / scientists, technocrats, who have conceptual abilities, so there is a challenge to not only develop the field of vocational education but also academically in college. Given the progress that has entered the era of globalization, the free market, started shrinking business opportunities and jobs in Indonesia, is one of the main reasons why research is done with title Analysis The Position of Sahid Institute Tourism's Alumni In The Workplace In Jakarta Area. Due STP SAHID already started to yield its alumni since the beginning of 1986, beginning of the alumni AKPAR SAHID which later became STP SAHID JAKARTA. Not a few Sahid Institute of Tourism's graduates are successful in the industrialized world in the process of development in the community, ranging from government and private institutions, and there are also very successful in building businesses.

Table 1 The Position of Sahid Institute of Tourism's Alumni In The Workplace Since 1999 to 2014

Position In The Workplace	Amount
Employees	946
Supervisor	61
Self Employed	45
Manager	32
No description	17
Grand Total	1101

Source: Processed data from Student Affair Department, 2015

From the table above it can be concluded that the majority of the alumni of Sahid Institute of Tourism still occupied the employees are encouraged that much more,

while coming in managerial positions supervisors and managers are very small, compared to remote employees. " The relevance of education is the degree of relatedness of interest as well as the output of the program in terms of the size of a normative ideal which is supported by the accuracy of input, process and output " (Accreditation Guidelines). The relevance of higher education for students associated with graduates who will adapt to and participate in the workplace later. Relevance involves two dimensions of life: the world of school / university and the workplace / after-school community. Hence the relevance of an education program (study program) contained elements: objectives, inputs, processes, outputs / outcomes, and impacts and linkages as well as its significance between one element to another as a system. Relevance of education can be attributed to the level of conformity of education with the work of alumni, especially alumni of Sahid Institute of Tourism, relevance / suitability can be demonstrated with the job profile, position / workload, the level of income / salary and subjects that are useful / support the work of alumni of the College of Tourism in the workplace.

Table 2 Graduates gap Universities with Industry Needs in Indonesia

The New Paradigm	The Old Paradigm
1. Students receive exam results, coaching, and advice in order makes appropriate choices.	1. The exam results are not used as to provide information guidance and advice to college student.
2. Students are treated as customer.	2. Students are not treated as a customer.
3. Student complaints are handled quickly and efficiently.	3. Student complaints are handled in the form of defensive and with negative way.
4. There is an active suggestion system from college student.	4. Students are not encouraged to give suggestions or complaints.
5. Each service department establishes customer satisfaction	5. Staff of service department does not treat other employees and / or students as

according to the needs.	customer.
6. There is a follow-up plan for placement of graduates and an increase in employment.	6. No follow-up system sufficient or appropriate for students and alumni.
7. Students are treated with polite, respectful, intimate, full consideration.	7. Students are seen as inferior, not treated with respect, a familiar way and full of consideration.
8. Management focuses on leadership skills quality, such as: empowerment and active participation of employees.	8. Management focuses on supervision of employees, systems and operational.

This paradigm is not an easy thing to be able to run, because it concerns habit even culture, so that it needs seriousness and patience. But this paradigm also need to be criticized, especially in positioning the student; do not let this paradigm makes students are spoiled, which inhibits the formation of good character, which is important for the success of students themselves in the future. Tourism is a growing industry and an industry that is always associated with a wide range of fields, such as Transportation, Entertainment, History, Hospitality, Accommodation, Education, Tourism, Crafts, Culture. Many companies supporting tourism in it such as : Airline , Cruise , Hotel , Restaurant , Travel Agent , Catering , Laundry , Cleaning Service , Heritage , Event Organizer , Entertainment .The need for labor in the field of Tourism has increased from year to year, both national and international. But be aware, though tourism employment is quite wide, but only holds a quality workforce. Labor demands in the field of tourism should master: Skills, Knowledge and Personality. It can only be obtained through the best education of the Institute of Education / College of Tourism.

Table 3 Quality of Higher Education Graduates which is expected in Workplace (Scale 1-5)

Soft Skills	Score
Communication skills	4.69
Integrity	4.59
Teamwork ability	4.54

Intrapersonal Skills	4.50
Ethical	4.46
Motivation/Initiative	4.42
Adaptability	4.41
Analytical power	4.36
Computer Skills	4.21
Organization Skills	4.05
Detail oriented on	4.00
Leaderships	3.97
Self Confidence	3.95
Friendly	3.85
Polite	3.82
Wise	3.75
Grade Point	3.68
Creative	3.59
Human	3.25
Entrepreneurship Ability	3.23

Source: National Association of Colleges and Employers, USA, 2002 (survey of 457 leaders)

II. METHOD

A. Methods of Research and Analysis Unit

This research uses descriptive research method , because the research methods that describe systematically the facts or characteristics of a particular population or a particular field. And this research is qualitative. According to Bogdan and Taylor (in Moleong : 1982 : 2), qualitative research as a research procedure that produces descriptive data in the form of written or spoken word from people or behavior that can be observed .

The unit of analysis of this research is Sahid Institute of Tourism of Jakarta's alumni from 1999 through 2014 academic year.

B. Variables , Measurement and Operational Definition of Variables

Table 4 Variables, Measurement and Operational Definition of Variables

Variables	Sub Variables	Measurement
Alumni	<ul style="list-style-type: none"> • The year of graduation • Department • Job 	<ul style="list-style-type: none"> • Ordinal • Nominal • Nominal

Position in industry	<ul style="list-style-type: none"> • Manager • Supervisor • Staf • Entrepreneur 	<ul style="list-style-type: none"> • Nominal • Nominal • Nominal • Nominal
----------------------	---	--

C. Operational Definition

- 1) Alumni is a graduate of a university , in this case is a graduate of Sahid Institute of Tourism of Jakarta
- 2) The position in the industry is a structural function in the job, ie as managers, supervisors , employees and entrepreneurs
- 3) The manager is the person who is in the top management who is responsible for planning , implementing and monitoring
- 4) The Supervisor is a person who is in middle management responsible for the results on those who watched mainly the quality and quantity of products and services
- 5) Employees are routine executive staff in the field
- 6) Entrepreneurship is the person who set up and run an innovative business

D. Informants

The informants are people who used to provide information about the circumstances of the research background .(Moleong 2000: 97) . In this case the informant used were as many as 35 people, consisting of alumni , board of alumni, student sections , academic department and HRD managers in industry .

E. Data Collection Process

Data types	Data sources	Collection technique	Explanation
Primer	Alumni, board of alumni, student section, faculty, HRD in industry	Questionnaire	SWOT Analysis Questionnaire on strategies to improve the position of alumni working in industry
Secunder	Student Section	Request of the data	Data about occupation dan position in industry

F. SWOT Matrix

According Rangkuti (2006), SWOT matrix can produce four cells possibility of strategic alternatives.

	IFAS	Stregths	Weaknesses
EFAS			
Opportunities		ST Strategy Create strategies to use force to take advantage of opportunities	WO Strategy Create strategies that minimize weaknesses to exploit opportunities
Threats		ST Strategy Create a strategy to use force to overcome the threat	WT Strategy Create strategies that minimize the weaknesses to avoid threats

Figure 1 SWOT Matrix

III. FINDINGS AND DISCUSSION

A. The Position of Sahid Institute of Tourism's graduates in The Workplace in Jakarta

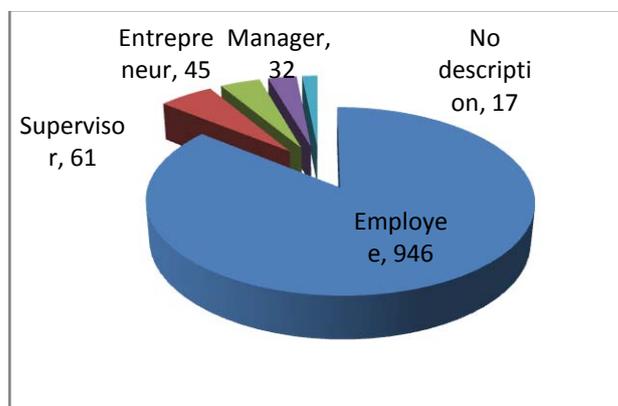


Figure 2 Pie chart position of Sahid Institute of Tourism graduates in the workplace in Jakarta from 1999-2014 year in general

From the chart above we can conclude, that the position of graduates of Sahid Institute of Tourism in Jakarta, mostly as employees of as many as 946 people

B. Internal Factors Analysis (IFAS) and External Factors Analysis (EFAS)

The method used SWOT Analysis to create new strategies. SWOT analysis consists of strengths, weaknesses, opportunities and threats which are included therein will be studied in advance regarding the analysis of internal and external factors of Sahid Institute of Tourism.

Table 5. Internal Factors Analysis of Sahid Institute of Tourism

IFAS	Weight	Rating	Scale
Strengths			
1. Well known brand	0,10	4	0,40
2. Wide networking	0,075	4	0,30
3. Having double degree with d'Angers University of France	0,075	4	0,30
4. Having seamless education program	0,075	4	0,30
5. All study programs have been accredited "A"	0,075	3	0,225
6. Having ISO standard quality	0,5	3	0,15
7. Student has experiences on the job training for one year, both domestically and abroad	0,025	3	0,075
8. Student has strong mental	0,025	2	0,5
Weaknesses			
1. Inadequate facilities	0,10	4	0,40
2. Less powerful alumni network	0,075	4	0,30
3. Student is still lack of English	0,075	4	0,30
4. Human resources of employee is still less	0,075	3	0,225
5. Lecturers don't	0,5	3	0,15

teach with the same background			
6. Still using conventional system	0,5	3	0,15
7. Low interest of student to work abroad	0,5	3	0,15
8. Lack of entrepreneurship	0,025	3	0,075
TOTAL	1		4

Table 6. External Factors Analysis of Sahid Institute of Tourism

EFAS	Weight	Rating	Scale
Opportunities			
1. Being a trendsetter of tourism college in Indonesia	0,10	4	0,40
2. Many opportunities to have cooperation with various parties	0,075	4	0,30
3. Having cooperation with government	0,075	4	0,30
4. The growth of the tourism industry is very rapid in Indonesia	0,075	3	0,225
5. Able to develop Sahid Institute of Tourism a broader	0,5	4	0,20
6. Economic growth	0,5	3	0,15
7. Wide open employment opportunities in the field	0,5	3	0,15
8. Having a professional certification agency for first party	0,025	2	0,5
Threats			

1. The growth of tourism college with well known brand	0,10	4	0,40
2. The growth of international competitiveness of human resources	0,075	4	0,30
3. The growth of E-marketing (Multimedia)	0,075	4	0,30
4. A growing trend in the field of MICE	0,075	4	0,30
5. Enactment of AEC (Asean Economic Community)	0,05	3	0,15
6. Infrastructure is still losing competitiveness	0,5	3	0,15
7. Many tourism colleges are strengthening their performances	0,5	3	0,15
8. Less appreciation of the local workforce	0,025	2	0,5
TOTAL	1		4

C. Selected Programs to be implemented

From IFAS and EFAS then there are selected the strategies that will be used by Sahid Institute to be implemented. The bases for selecting these strategies are: the most prioritized, the most important, having the smallest risk, consistent and having a great chance to be implemented. The strategies are:

- 1) Make a flagship program for the next 5 years in the field of curriculum
- 2) Holding seminars, workshops entering the workforce
- 3) Continuing education partnership program among Indonesia, Cambodia, and Thailand for Diploma program
- 4) Establish a business incubator on the campus in order to provide a forum for students in entrepreneurship

- 5) Socialization business feasibility study on establishing small and micro enterprises as an alternative of thesis preparation
- 6) Strengthening the alumni network through IKA SAHID
- 7) Creating relationship with tour operator and MICE for internship and job
- 8) Activation Sahid Language Center to strengthen foreign language skills of students
- 9) Providing laboratory for tourism department and updating a Housekeeping, laundry, classroom buildings and campus bus
- 10) Implementing Triple Mode learning : on class, on workplace and on line
- 11) Certify the graduates through competency testing and language skills
- 12) Creating English day to create English atmosphere in campus

IV. CONCLUSION AND SUGGESTION

A. Conclusion

- 1) Based on the discussion in chapter III, it can be concluded that the most position of Sahid Institute of Tourism's alumni in workplace is as an employee. This is shown by the pie chart that shows 86% of employees, Supervisor 5 %, 3 % managers, entrepreneur 4 %.
- 2) Based on conclusion in number 1 which is stated that the most position of alumni in workplace is as an employee, so Sahid institute should do the most 12 programs above to be implemented in order to repair the existing condition to increase the position into the better one.

B. SUGGESTION

- 1) Based on the position of the graduates who are mostly as employees , meaning there should be improvements in all things , especially about the curriculum and learning systems , so there is a difference of output for each program of study
- 2) The management of Sahid Institute and all the academic community should collaborate and focus on running the 12 priority programs to improve the position of graduates in the working industry

REFERENCES

- [1] The template will number citations consecutively within brackets [1]. The sentence punctuation follows the bracket [2]. Refer simply to the reference number, as in [3]—do not use Happy M. Drs. SH, **Pengetahuan Kepariwisataaan, Perencanaan dan Pengembangan Objek Wisata dan Daya Tarik Wisata Budaya, Untuk Pengembangan Desa Wisata (hal. 46-47)**. Penerbit Alfabeta Bandung
- [2] H. Oka A. Yoeti. Drs., MBA. 1997. **Perencanaan dan Pengembangan Pariwisata** Penerbit PT. Pradnya Paramita (cetakan pertama), Jakarta.
- [3] Kusmayadi, Endar Sugiarto. 2000. Metodologi Penelitian Dalam Bidang Kepariwisataaan. Jakarta : Gramedia Pustaka Utama.
- [4] Muhson Ali, Daru Wahyuni, Supriyanto & Endang Mulyani, ANALISIS RELEVANSI LULUSAN PERGURUAN TINGGI DENGAN DUNIA KERJA, **Jurnal Economia**, Volume 8, Nomor 1, April 2012
- [5] Rangkuti Freddy, 1995, Metode Analisis Strategik, Working Paper, symposium Internal, STIE-IBII: Jakarta.
- [6] Rahayu Sri, PENERAPAN *TOTAL QUALITY MANAGEMENT IN EDUCATION* (TQME) DALAM PENINGKATAN MUTULULUSAN PERGURUAN TINGGI UNTUK MEMENUHI KEBUTUHAN SDM INDUSTRI, AMIK AKMIBaturaja
- [7]
- [8] Muhson Ali, Daru Wahyuni, Supriyanto & Endang Mulyani, ANALISIS RELEVANSI LULUSAN PERGURUAN TINGGI DENGAN DUNIA KERJA, **Jurnal Economia**, Volume 8, Nomor 1, April 2012
- [9] Rangkuti Freddy, 1995, Metode Analisis Strategik, Working Paper, symposium Internal, STIE-IBII: Jakarta.
- [10] Rahayu Sri, PENERAPAN *TOTAL QUALITY MANAGEMENT IN EDUCATION* (TQME) DALAM PENINGKATAN MUTULULUSAN PERGURUAN TINGGI UNTUK MEMENUHI KEBUTUHAN SDM INDUSTRI, AMIK AKMIBaturaja