



PKPA UNIVERSITAS MURIA KUDUS

Web: www.alumni.umk.ac.id,

Email: pkpa.umk@gmail.com



Tracer Study Methods in University of Muria Kudus 2015

Muhammad Arifin



INSTITUTION



CAREER CENTER AND ALUMNI TRACING (CCAT/PKPA) Of Universitas Muria Kudus established in 2012

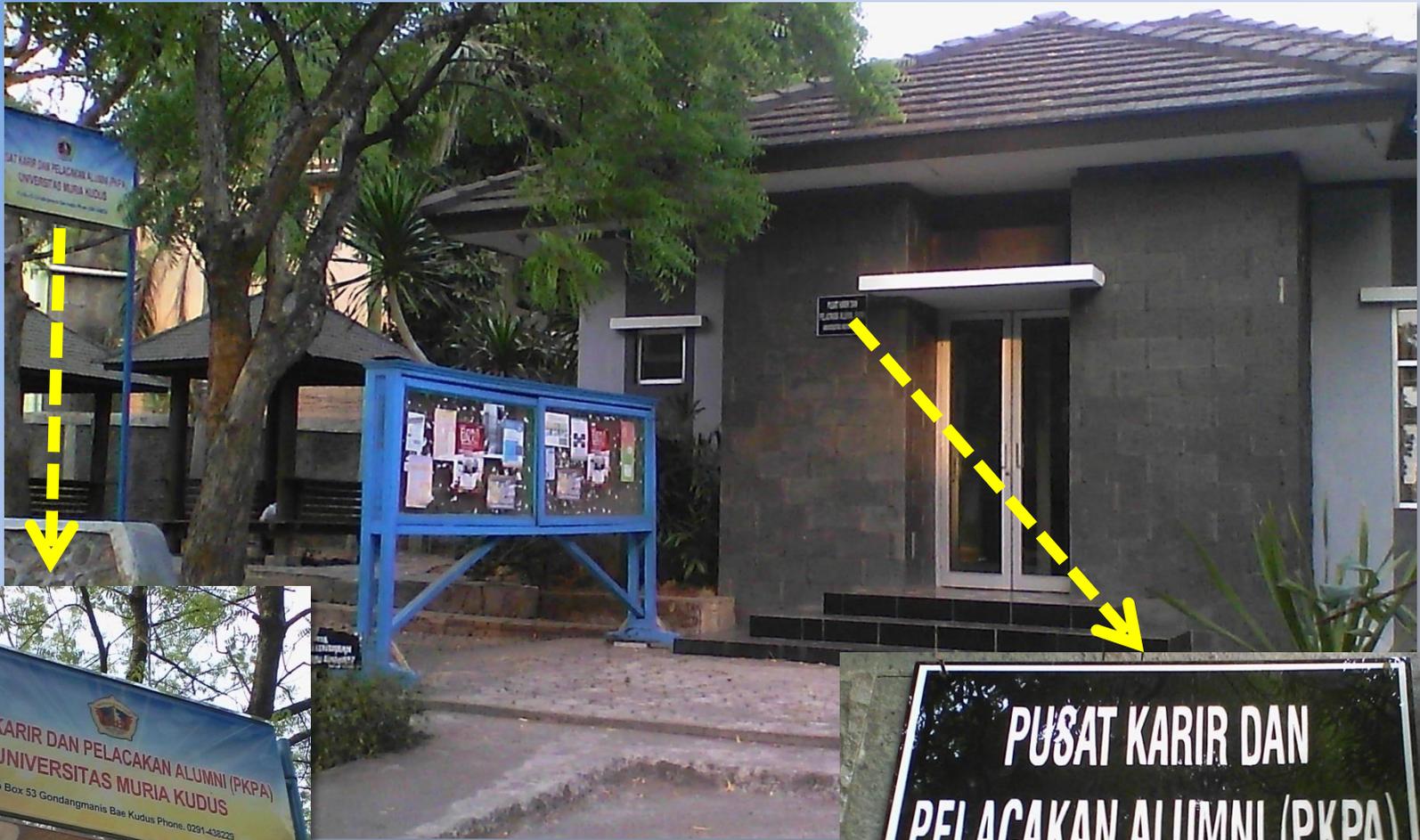
Unit of alumni management organized in OTK, article 142 s/d 145

Career Center and Alumni Tracing (PKPA) in university is based on decree of Rector Number: 05/R.UMK/Kep/Sek/A.02.01/II/2012 about career center officers inauguration (*Career Center*) and *Tracer Study* of Universitas Muria Kudus which responsible to Rector through the 3rd assistant to Rector, students and alumni affair.

2013 got the Tracers Study grant
2014 did not get Tracers Study grant
2015 get the Tracers Study grant



Office of PKPA-UMK



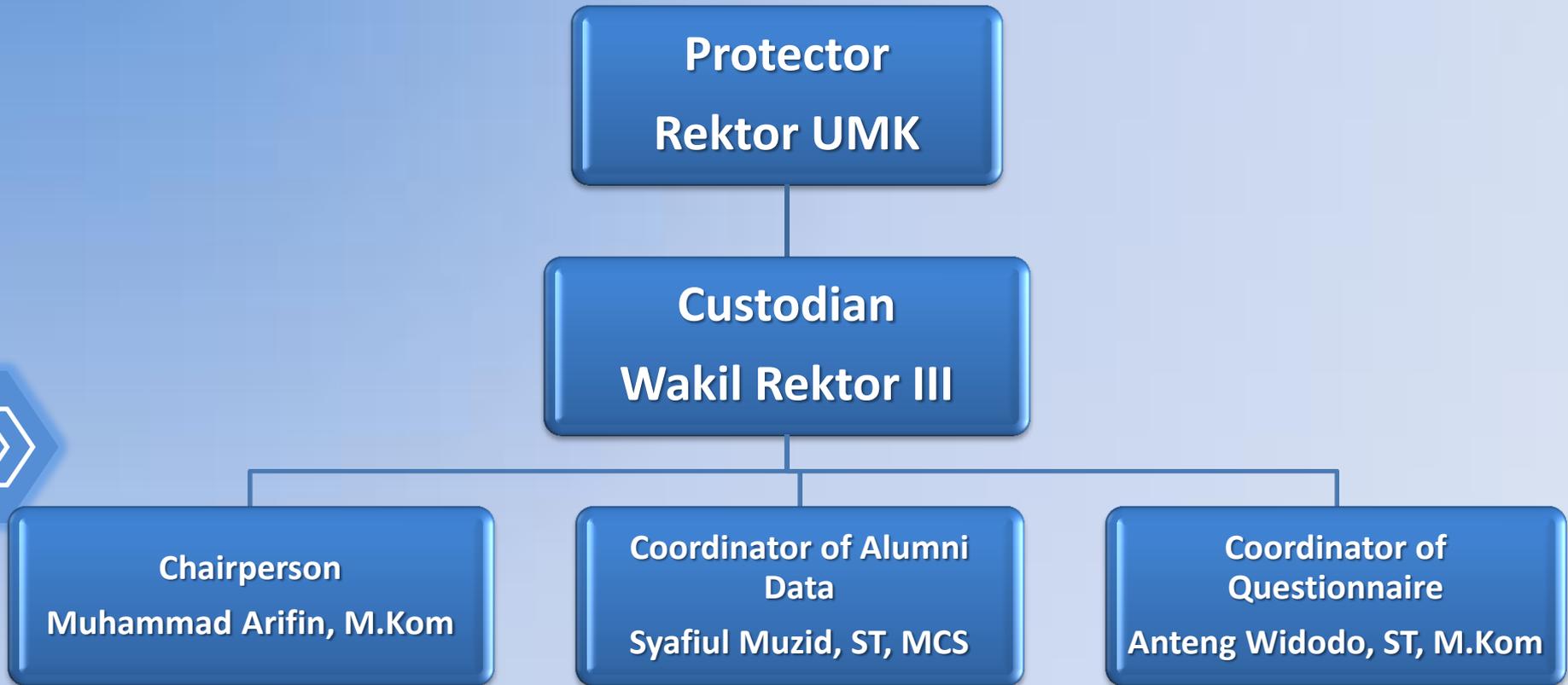


BLOG GRANT OF CAREER CENTER AND TRACER STUDY (PKTS) 2015

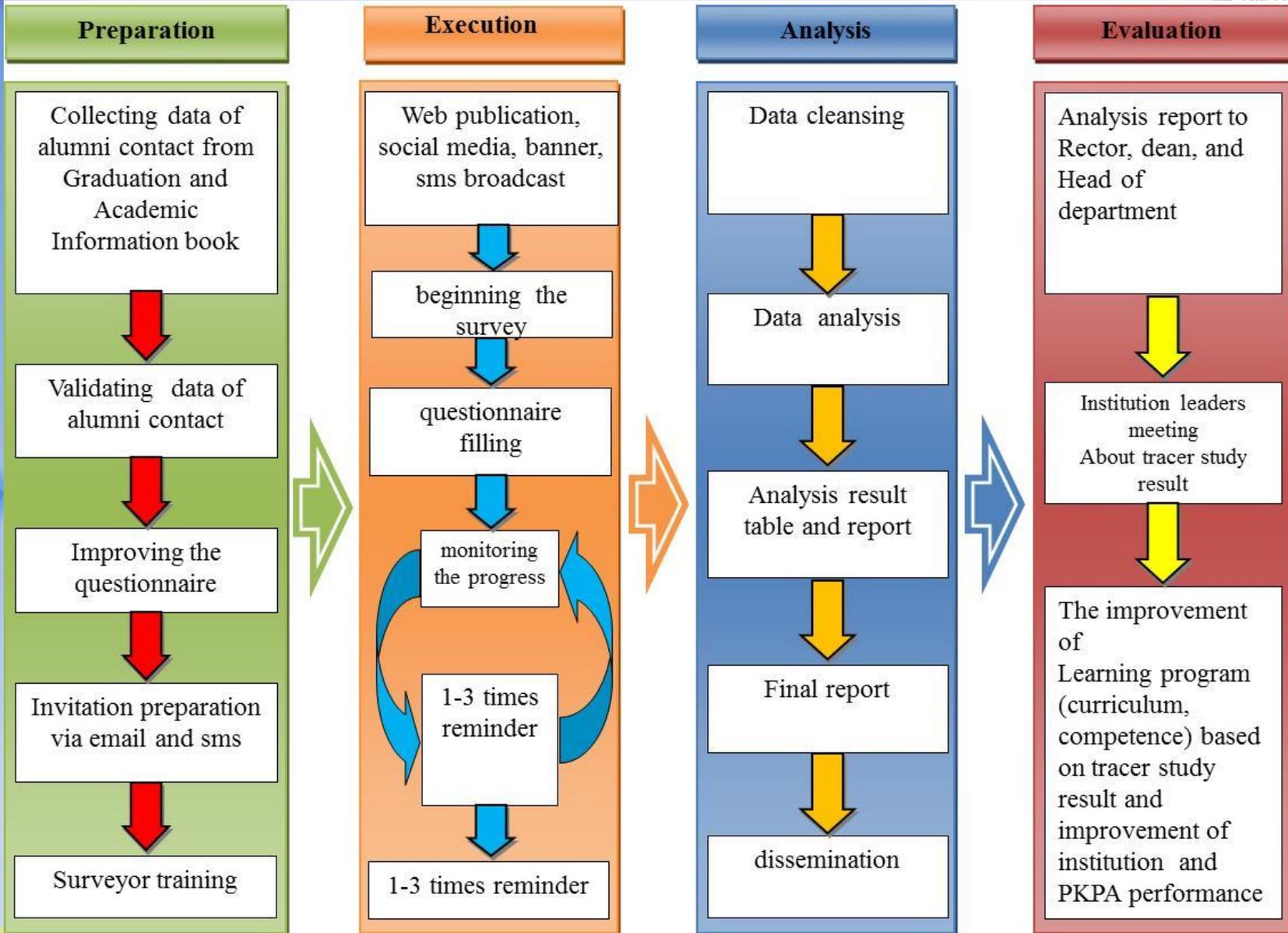




Team of Tracer Study 2015



Program Execution





Data of Graduatges in 2013



NO	Major	TARGET
1	Management (S2)	16
2	Management (S1)	140
3	Accounting (S1)	64
4	Accounting(D3)	21
5	Law (S1)	80
6	Guidance and Counseling	196
7	English Education Dept.	267
8	PGSD	47
9	Agrotechnology	23
10	System of Information	171
11	Mechanical Engineering (D3)	22
12	Psychology	27
13	Electronics Engineering (S1)	4
14	Law (S2)	9
15	Informatics Engineering(S1)	4
Jumlah		1091



The Online Questionnaire



<http://tracerstudy.dikti.go.id/> (login by using UMK code; 061009)

<http://tracerstudy.dikti.go.id/index.php/formkuis>

The screenshot shows a web browser displaying the 'ALUMNI.UMK.AC.ID | UNIVERSITAS MURIA KUDUS' portal. The page is titled 'ALUMNI.UMK.AC.ID | UNIVERSITAS MURIA KUDUS' and features a navigation menu on the left with options like HOME, DATA, KUESIONER, and LOGOUT. The main content area contains a questionnaire form with several sections:

- A list of checkboxes for job-related statements:
 - Pekerjaan saya saat ini lebih aman/terjamin/secure
 - Pekerjaan saya saat ini lebih menarik
 - Pekerjaan saya saat ini lebih memungkinkan saya mengambil pekerjaan tambahan/jadwal yang fleksibel, dll
 - Pekerjaan saya saat ini lokasinya lebih dekat dari rumah saya
 - Pekerjaan saya saat ini dapat lebih menjamin kebutuhan keluarga saya
 - Pada awal meniti karir ini, saya harus menerima pekerjaan yang tidak berhubungan dengan pendidikan saya
 - Lainnya :
- Two Likert scales for self-assessment:
 - Pada saat lulus, pada tingkat mana kompetensi di bawah ini anda kuasai ?**

Sangat Rendah					Sangat Tinggi					Keterangan
1	2	3	4	5	1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Pengetahuan di bidang atau disiplin ilmu anda				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Pengetahuan di luar bidang atau disiplin ilmu anda				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Pengetahuan umum				
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Bahasa Inggris
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Ketrampilan internet				
 - Pada saat lulus, bagaimana kontribusi perguruan tinggi dalam hal kompetensi di bawah ini ?**

Sangat Rendah					Sangat Tinggi				
1	2	3	4	5	1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				



Questionnaire publication



Web www.alumni.umk.ac.id



Social Media(FB)



Banner



SMS Broadcast





Publication of Web

www.alumni.umk.ac.id



The screenshot displays the website's interface with a navigation menu at the top: BERANDA (Home), TENTANG UMK (About Us), FAKULTAS (Faculty), ORGANISASI (Organizations), BURSA KERJA (Job Market), POJOK MURIA (Muria Corner), BADAN PENERBIT (Issuing agency), ALUMNI (Alumni), Unduhan (Downloads), PMB UMK (UMK PMB), and Indeks (Indexes).

The main content area features three columns of news items, each with a 'Read More' button:

- Umum**
 - Mantapkan Tekad Berkarir di Dunia Musik
 - "Kamasutra", Wakil UMK di Pimnas 2015
 - Luas, Peluang Kerja Teknik Elektro
 - Berinvestasi di Pasar Modal Dinilai Prospektif
- Ratusan Pelajar Dimotivasi Tekuni Dunia Penulisan**
 - Tiga Koma Masuk dalam Duta Seni Kudus di Peringatan HUT Jateng
 - IPK Bagus Bukan Jaminan Sukses di Dunia Kerja
 - Ujili Paparkan Tiga Ciri Islam Nusantara
- KMK Terbentuk Usai Pelatihan Pembuatan Proposal PKM**
 - M. Jamaludin Al-Afghoni, Juara Wall Climbing yang Takut Ketinggian
 - Strategi dengan Orientaring Games
- Alumni**
 - Orientasi dan Penerimaan Anggota Baru Sekam
 - Pelatihan Kader Anggota Baru Formi
 - Makrab Mahasiswa Baru Fakultas Hukum
 - KSR, PMI, dan Kodim Gelar Donor Darah

The featured article is titled "Pemberitahuan Mengisi Kuesioner bagi Alumni" and is dated "Dibuat pada Selasa, 06 Oktober 2015 10:37". It has been read 253 times. The article text states: "UMK – Untuk mendapatkan gambaran mengenai profil alumni secara utuh (komprehensif), Pusat Karir dan Pelacakan Alumni (PKPA) Universitas Muria Kudus (UMK) memohon partisipasi seluruh alumni untuk mengisi kuisioner, yang antara lain berfungsi pula untuk menyesuaikan kurikulum dengan tuntutan keahlian di tempat kerja. Informasi selengkapnya bisa menghubungi 082386775868 atau 085712239599 (Budi) atau bisa langsung mengunjungi laman <http://alumni.umk.ac.id>. (Eros-Portal)".

At the bottom of the page, there are buttons for "OPINI" and "PENGUMUMAN".



Publication of Facebook PKPA



The screenshot shows a Facebook page for 'Pkpa Umk'. The page header includes the name 'Pkpa Umk', a search bar, and navigation options like 'Status', 'Foto / Video', and 'Peristiwa Aktual'. The main content area features a post from 'Pkpa Umk' dated September 6, 2015. The post text reads: 'Jika anda mendapat sms dari nomor ini, maka anda berkesempatan mendapatkan Handphone Android dari Universitas Muria Kudus, semoga anda yang beruntung..'. Below the text is a large graphic with the phone number '085 712 239 123'. The post has 5 likes and 2 comments. Below the post, there are two job advertisements: 'LOWONGAN KERJA PT LAUTAN LUAS' and 'Info Seputar Kudus - ISK'. The page also shows a 'SUKA - 2015' section with logos for 'ISK GROUP' and 'PMB Universitas Muria Kudus'.





Banner



www.alumni.umk.ac.id





SMS publication



It is conducted by using SMS Gateway system.
It takes for about 3 months

The result:

- 1. 1087 SMS Target
- 2. 983 SMS succeed
- 3. 104 SMS fail
- 4. 99 SMS received



Filling of Questionnaire



- **Go to www.alumni.umk.ac.id**

username: NIM and Password: year, month, date of birth (without coma)

e.g. 17-08-1985, the password is 19850817.

from 322 respondents , 188 alumni fill the questionnaire (58%)

- **Phone interview**

the respondents are 134 alumni (42%)



Reminder (Pengingat)



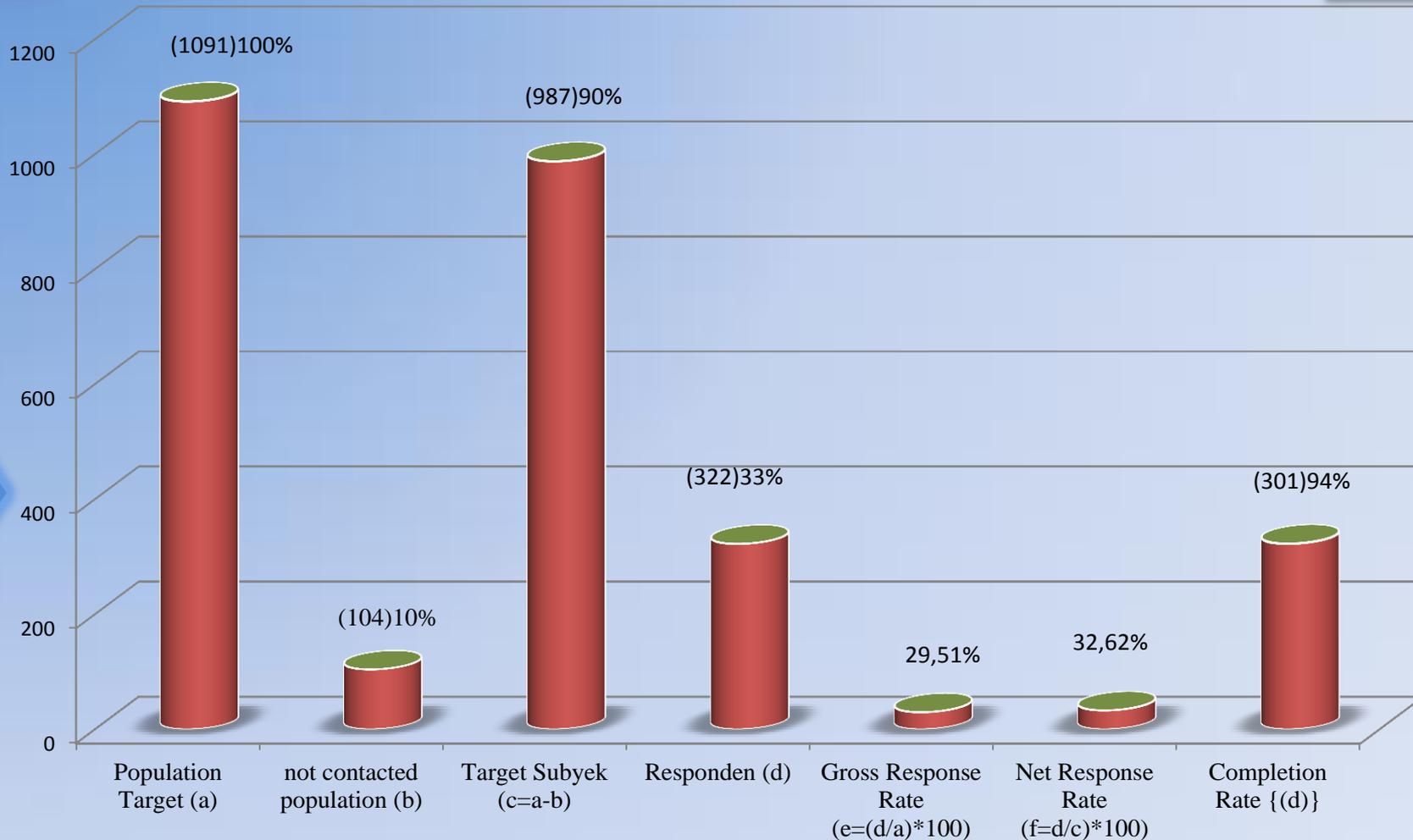
SMS

Web
Alumni

Social
Media
(FB)



Data Analysis/Recapitulastion

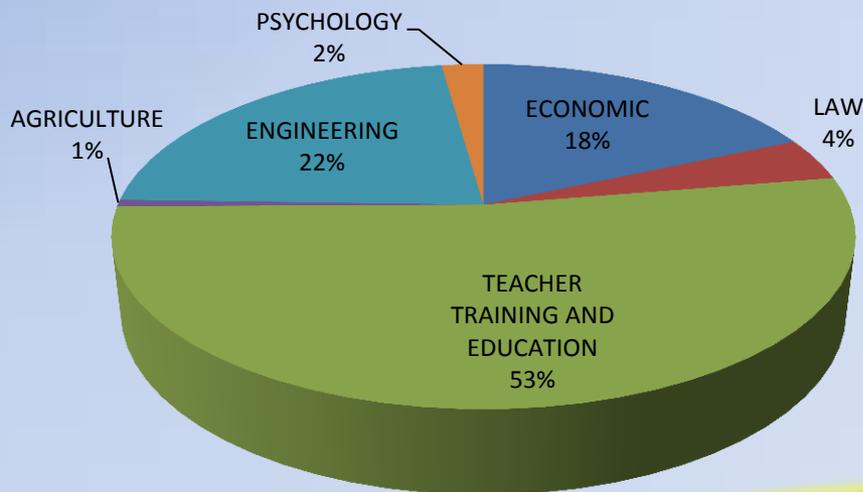




Data Analysis/Recapitulation



NO	FACULTY	TARGET RESPONDENT	RESPONDENTS
1	ECONOMIC	241	59
2	TEACHER TRAINING AND EDUCATION	510	169
3	LAW	89	13
4	AGRICULTURE	23	2
5	ENGINEERING	201	72
6	PSYCHOLOGY	27	7
Total		1091	322





Data Analysis/Recapitulation



A	Questions in transition period	response (TS result)
1	When do you start looking for a job? (part time job is excluded)	32 % before graduation, median 2 (months) 68 % after graduation, median 6 (months)
2	How do you look for a job? (can be more than one answers)	1. 58% from colleague 2. 49% from ads in newspaper/magazine, brochure 3. 40% from internet/online ads/ maillist
3	How long do you need to find the first job (before and after graduation)?	Median 5 (months)
4	How many companies/institutions do you propose before you get the first job (via post/email)?	Median 5 (companies)
5	How many companies/institutions do respond your proposal?	Median 3 (companies)

(Lampiran 4)



Data Analysis/Recapitulation



B	Question of current job	Responses of TS result
1	Do you work (part time and entrepreneur)?	77 % Yes (working) 23 % Not working
2	How do you describe yourself (situation) now?	10% Continue study 9% Married 15% Busy with the family 16% Looking for a job
3	Are you active to find a job for last four weeks?	3% Start to work in 2 weeks 7% Hasn't been confirmed in 2 weeks
4	What kind of company/institution do you work now?	1. 20% Government institution 2. 3% LSM 3. 22% Private 4. 15% Entrepreneur 5. 7% others
5	How much is your salary in a month?	Median IDR 1.500.000

(Lampiran 4)



Data Analysis/Recapitulation



C	Question of Vertical and Horizontal alignment	Responses of TS result
1	How close is the relationship between your major (skill) and your work?	<ul style="list-style-type: none">1. 19% very close2. 8% close3. 47% quite close4. 10% less close5. 10% not close at all
2	What kind of education level do you think appropriate for your job now?	<ul style="list-style-type: none">1. 10% one level higher2. 67% same level3. 10% one level lower4. 6% no need of high education level
3	Why do you take the job if you think it is not in accordance with your education level? Responses can be more than one.	<ul style="list-style-type: none">1. 133(35%) I have more interesting job now2. 99(31%) I have more secure job now3. 57(18%) I haven't got the better job now



Data Analysis/Recapitulation



D	Question of Competence	Responses of TS result
1	In which following competences do you master when you graduate? (A)	The average score of competence is 3,4
2	How does the university contribute in the following competences when you graduate? (B)	The average score of competence is 3,3

E. Response Rate

	Jumlah	Persentase
Number of Population target (a)	1091	100%
population number which is contacted (b)	104	10%
Subject Target (c=a-b)	987	90%
Number of Respondent (d)	322	33%
Gross Response Rate $\{e=(d/a)*100\}$	322/1091	29,51%
Net Response Rate $\{f=(d/c)*100\}$	322/987	32,62%
Completion Rate {subyek yang mengisi kuesioner lengkap dari total responden(d)}	301	94%

(Lampiran 4)



The encountered problems



- The data of alumni/graduates taken from graduation book.
- Information delivery from SMS is obstructed since the number is not active.
- Phone interview is very effective for questionnaire filling, but there is a problem of time from the respondents.



The encountered problems



- It needs longer time to fill the questionnaire which makes respondents are lazy.
- Number of population does not reach the target. It is probably caused by the less awareness of alumni/graduates to this alumni tracing.



New Strategi Tracer



- Alumni data taken from graduation registration
- Name and phone number from parents are added in Alumni data
- Tracer study information delivered by rector in graduation
- More banner and news paper
- Additional for Customer service as remainder
- Up date of alumni data when legalize the certificate
- Reward in tracer period
- Being active to search vacancy in alumni web



Target



By those strategies, the alumni of Muria Kudus University hopefully will be traced for 90% in 2017.



