

Job Opportunities for Fresh Graduates Based on Industry Partnership Model in North Sumatra Province

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ABSTRACT

This study aims to examine the partnership model of the Industrial World to Expand Employment Opportunities for Higher Education Graduates in Sumatra Province by examining the variables of graduate quality, internship experience and skills on job opportunities. This research was conducted in Medan, North Sumatra with the sample of this research being graduates of economics degree from PTN and PTS in Medan City. There were 156 respondents who graduated at the end of December 2020 in ten economic faculties. The results of the study based on multiple regression test showed that all variables had a significant effect on job opportunities. This proves that internship experience is important for students because it affects their competitiveness to get a job after graduating from college. The limitation of this research is that the number of samples is too small so that the generalizability is very small. The recommendation of this research for the next study is to increase the number of samples and a wider research area.

Keywords : Partnership, Industry, Skills, Opportunity, Employment.

INTRODUCTION

Unemployment rate in Indonesia continues to increase and especially college graduates. This problem is very important to study because the high unemployment rate can have an impact on social problems. Central BPS data shows that the number of the workforce in February 2020 was 137.91 million people, an increase of 1.73 million people compared to February 2019. In contrast to the increase in the number of the workforce, the Labor Force Participation Rate (TPAK) decreased by 0.15 percentage point. In the last year, unemployment increased by 60 thousand people, in contrast to the TPT which fell to 4.99 percent in February 2020. The working population was 131.03 million people. A total of 74.04 million people (56.50 percent) work in informal activities. Over the past year (February 2019–February 2020), the percentage of formal workers increased by 0.77 percentage points.

Open unemployment with the occurrence of the Covid-19 situation and conditions is increasing and increasing, due to unavailable job opportunities as a result of the slowdown in economic activity. Meanwhile, universities continue to produce new graduates who will definitely try to find work even though they are still in the Covid-19 condition. One alternative that continues to be developed is how graduates who have just graduated have found jobs in accordance with their fields in industry. The main performance indicators from the Ministry of Education and Culture of the Republic of Indonesia are university graduates getting decent jobs, students getting experience outside of campus, lecturers doing activities outside campus, teaching practitioners on campus, lecturers' work results being used by the community and international recognition, study programs in collaboration with world-class partners and classes that

collaborative and participatory.

The Minister of Education and Culture of the Republic of Indonesia Nadiem Makarim (2020) is trying to come up with a solution to improve the quality of university graduates, as evidenced by a six-month waiting period from the time of graduation as the main performance indicator for universities that graduate. The idea of the Minister of Education and Culture is the Independent Campus, which is to encourage universities to be more innovative in various ways so that their graduates can be more professional, competent, adaptive and have added value in the world of work. There are curricula formed by universities that are not in line with the competencies required by industry. So there is a broken link between industry and universities. This then makes individual learning in the educational revolution a necessity with a focus on student centered learning.

In order to prepare students to face changes in social, cultural, world of work and rapid technological advances, student competencies must be prepared according to the needs of the times. Link and match not only with the world of industry and the world of work but also, how students are able to design a rapidly changing future. Universities are required to design and implement innovative learning processes so that students can achieve learning outcomes covering aspects of attitudes, knowledge, and skills optimally and always relevant. The industry may feel that so far university graduates are not in line with the expected competencies, so that a broken link appears in the existing education chain. Then individual learning emerged in the educational revolution which is now a necessity. If colleges exist only for knowledge, students can now search in a wide variety of online sources. So that in the end the role of universities will be lost. The concept of student centered learning allows lecturers to focus on students who have their own hand lines. The letter size margins shown in Table 1.

Table 1. Open Unemployment Rate (TPT) and Labor Force Participation Rate (TPAK) by District/City in North Sumatra Province, 2017 – 2019

Kabupaten/Kota	TPT			TPAK		
	2017	2018	2019	2017	2018	2019
01 Nias	1,19	1,62	1,09	81,44	81,41	84,69
02 Mandailing Natal	5,75	4,43	6,37	76,44	73,59	71,16
03 Tapanuli Selatan	5,80	5,28	4,17	78,73	76,80	75,22
04 Tapanuli Tengah	7,39	6,38	7,26	68,34	75,43	71,49
05 Tapanuli Utara	1,89	1,42	1,33	84,93	83,80	81,78
06 Toba	2,18	2,15	1,26	80,30	79,89	82,03
07 Labuhanbatu	7,09	6,98	5,70	56,15	67,94	62,39
08 Asahan	5,95	5,26	6,86	64,00	67,63	64,94
09 Simalungun	5,62	5,10	4,39	69,43	73,28	71,40
10 Dairi	1,42	1,69	1,58	86,70	88,50	86,97
11 Karo	1,34	1,50	1,09	78,07	84,10	83,73
12 Deli Serdang	6,16	7,06	5,74	65,53	70,37	68,65
13 Langkat	3,57	4,67	5,30	67,73	71,33	68,82

14	Nias Selatan	1,28	3,77	2,25	79,80	79,03	72,22
15	Humbang Hasundutan	0,31	0,34	0,33	87,74	91,17	88,55
16	Pakpak Bharat	0,49	0,43	0,19	90,53	92,80	87,97
17	Samosir	1,28	1,35	1,25	88,87	82,78	81,58
18	Serdang Bedagai	5,98	5,10	4,37	67,00	68,28	70,70
19	Batu Bara	5,00	5,39	6,69	66,07	69,47	64,89
20	Padang Lawas Utara	3,21	3,15	3,21	78,19	78,91	77,92
21	Padang Lawas	4,24	4,10	4,24	70,21	71,78	76,10
22	Labuhanbatu Selatan	5,68	4,79	4,80	66,27	68,39	65,49
23	Labuhanbatu Utara	6,35	5,67	5,84	62,91	69,66	66,69
24	Nias Utara	2,67	2,40	3,07	73,65	79,69	75,44
25	Nias Barat	1,23	1,23	1,63	83,91	90,79	81,93
26	Sibolga	9,29	8,61	7,40	71,45	74,36	70,92
27	Tanjungbalai	5,50	5,58	6,82	70,46	70,23	64,83
28	Pematangsiantar	8,80	12,14	11,09	67,12	66,29	71,11
29	Tebing Tinggi	9,73	7,23	8,60	63,35	68,61	66,72
30	Medan	9,46	8,25	8,53	64,35	65,99	64,89
31	Binjai	5,95	7,40	6,14	62,03	66,78	66,89
32	Padangsidempuan	3,78	5,18	4,34	70,86	72,59	72,90
33	Gunungsitoli	6,00	5,92	5,59	70,58	68,07	71,42
	Sumatera Utara	5,60	5,56	5,41	68,88	71,82	70,19

Then the unemployment rate in North Sumatra Province until 2020 reached 50,805 people based on BPS data in 2020.

Kabupaten Kota	Jumlah Pengangguran Berumur 15 Tahun Keatas Menurut Kab/Kota (Jiwa)		
	2018	2019	2020
Sumatera Utara	396 027	382 438	507 805
Nias	1 107	778	2 613
Mandailing Natal	9 436	13 300	13 397
Tapanuli Selatan	7 390	5 848	6 746
Tapanuli Tengah	11 287	12 447	13 968
Tapanuli Utara	2 329	2 135	5 065
Toba Samosir	2 090	1 267	2 613
Labuhan Batu	15 502	11 843	14 130
Asahan	17 727	22 441	22 999
Simalungun	22 636	19 147	21 068
Dairi	2 725	2 539	2 390

Karo	3 592	2 640	4 793
Deli Serdang	75 302	60 974	106 950
Langkat	24 186	26 759	37 864
Nias Selatan	5 851	3 230	6 865
Humbang Hasundutan	363	350	945
Pakpak Bharat	121	50	578
Samosir	914	839	545
Serdang Bedagai	14 931	13 346	17 436
Batu Bara	10 497	12 341	13 521
Padang Lawas Utara	4 129	4 290	3 864
Padang Lawas	5 079	5 701	6 137
Labuhanbatu Selatan	7 076	6 970	7 214
Labuanbatu Utara	9 484	9 466	11 999
Nias Utara	1 599	1 962	3 032
Nias Barat	592	716	474
Sibolga	3 823	3 157	3 543
Tanjungbalai	4 553	5 218	5 781
Pematangsiantar	14 848	14 712	15 864
Tebing Tinggi	5 815	6 831	8 719
Medan	91 753	94 165	121 823
Binjai	9 869	8 305	12 092
Padangsidempuan	5 666	4 873	8 986
Gunungsitoli	3 755	3 798	3 791

Source : BPS Sumatera Utara, 2020

This condition, if left unchecked, will continue to be a problem because the workforce is increasing every year while employment tends to remain due to changes in the Industrial Revolution 4.0 so that a lot of work is done technologically and labor opportunities are getting smaller. For this reason, universities must address this employment issue since graduating from college. Universities must package their graduates from the start and open access to strategic cooperation to be able to absorb the job market. What is implemented by the Ministry of Education and Culture of the Republic of Indonesia is very appropriate with the Merdeka Learning Program for the Independent Campus.

One of the Various Forms of Independent Learning Independent campus learning that is currently being launched is the Internship Program/Industrial Practice, where internships are carried out for 1-2 semesters, will provide sufficient experience to students, and the industry will get talent which, if suitable, can be recruited immediately. , thereby reducing initial recruitment and training costs. Students who are familiar with the workplace will be better prepared to enter the world of career work, and maximize their knowledge in applying their knowledge. Based on

these conditions, it is necessary to formulate strategic steps that can be applied by universities, especially Unimed in order to reduce unemployment in North Sumatra Province. One of the models that can be used is the Penta Helix, which is a strategic partnership model that involves universities, the government, the business world, the community and the media in a mutually beneficial partnership. Thus, this research is important to do in order to obtain a strategic partnership model that can be applied by Unimed and is very helpful in reducing the unemployment rate in North Sumatra Province.

LITERATURE REVIEW

Pentahelix Theory

Pentahelix is currently a breakthrough and a new strategy in this millennial era, even some regional heads have made the pentahelix concept a new strategy to deal with some problems that occur in their regions, Penhta Helix itself is quite a key in government collaboration problems in dealing with problems of college graduates tall. Pentahelix is currently a new strategy for education, therefore in dealing with college graduates who still do not have jobs, Pentahelix can be used as a new strategy to collaborate between parties in handling unemployment in Indonesia, especially in North Sumatra, currently the Pentahelix concept is well received by all levels of Government and society to be used as new concepts and strategies. Penta Helix is an ideal concept where there is a partnership between parties who have interests with each other.

Merdeka Campus

Merdeka Learning- Campus Independence is one of the policies of the Ministry of Education and Culture, Nadiem Makariem. One of the programs of the Independent Learning – Independent Campus policy is the Right to Study for Three Semesters Outside the Study Program. The program is a mandate from various regulations/legal foundations of higher education in order to improve the quality of learning and higher education graduates. The legal basis for the implementation of the Three Semester Learning Rights Policy program outside the Study Program includes the following:

1. Law No. 20 of 2003, concerning the National Education System.
2. Law Number 12 of 2012, concerning Higher Education.
3. Law Number 6 of 2014, concerning Villages.
4. Government Regulation Number 04 of 2014, concerning the Implementation of Education
5. College and College Management.
6. Presidential Regulation number 8 of 2012, concerning the KKN.
7. Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 3 of 2020, concerning National Higher Education Standards.
8. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 11 of 2019, concerning Priorities for Use of Village Funds in 2020.
9. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 16 of 2019, concerning Village Deliberations.
10. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and

Transmigration Number 17 of 2019, concerning General Guidelines for Development and Empowerment of Village Communities.

11. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 18 of 2019, concerning General Guidelines for Village Community Assistance.

Industrial World

In a broad sense, industry is a commercial field that uses work skills and technology to produce a product with the aim of making a profit. Industrial products are not only in the form of goods (manufacturing) but also in the form of services (services), examples of production results in the form of services such as banking, insurance, transportation, freight forwarding services and so on. An industry is identical to a place where an industry takes place, namely a factory, in a broad sense a factory is a place where humans, machines or technology, materials, energy, capital and resources are managed together in a production system with the aim of producing an effective, efficient product and service. and safe that are ready to be used by the general public or can be further processed to produce other types of products. The factory is synonymous with processing raw materials and producing finished products in the form of goods. The service industry is (Service Industries) is an industry that is engaged in services or services, both to serve and support other industrial activities and can also provide direct services to the community (customers). This type of industry usually carries out activities in a building (office).

METHODS

This research was conducted in Medan City, North Sumatra Province. The research is planned to be carried out for 4 (four) months from May to August 2021. The sampling technique in this study is quota sampling, which is to determine each representative of the five sample elements to provide data related to the strategic partnership model. The type of data used in this study is primary data. Primary data includes answers to questions posed using a questionnaire to all parties involved to find answers to the problems studied. Then Secondary Data includes employment data from BPS and other quantitative data which are supporting data in this study, to get the right and suitable strategy in overcoming unemployment.

Descriptive statistics are used to describe the variables in this study statistically. Descriptive statistical test is an analysis used to determine the general description and characteristics of the data used in this study. The analytical tools used are the average value (mean), median value, minimum and maximum values and standard deviation (Ghozali, 2018). Testing factor analysis is done by looking at the value of factor loading to determine strategic strength by calculating the value of respondents' answers.

RESULTS AND DISCUSSION

Results

Economic growth is the result of education and unemployment. Education makes people (labor) to be qualified. The higher the education, a person will have a higher quality. A qualified workforce will produce more and higher quality output of goods and services. Stevens Philip (2003). The absorption of university graduates is still low, in accordance with the composition of

the workforce from universities. The government has made efforts as a solution to this problem. Through industrial and university partnerships as well as supervision from the government, it provides opportunities for students to actualize themselves according to their interests. This provides an opportunity that is the right of every student to study outside the study program for three semesters and study outside campus for internships, teaching student exchanges and serving the community.

Discussion

The Partnership Model of Higher Education with the Industrial World Supports the Implementation of an Independent Campus in Overcoming Unemployment

Efforts to increase job opportunities for university graduates in accordance with their interests and fields continue to be improved. Based on the policy of the minister of education and culture, universities and the industrial world are recommended to cooperate. This collaboration is to meet the demand for jobs that are in accordance with their respective fields. This is also useful for increasing the absorption of higher education graduates. Cooperation in building partnerships between industry and educational institutions will be a great force to win global competition. By becoming an educational institution as a partner, the results of educational products can be enjoyed by the industrial world to increase profits. With industrial support, educational institutions will no longer produce educated unemployment. So that the case of unemployment can be overcome.

This partnership between universities and the industrial world is managing an education system that is in accordance with the needs of the industry and the needs of the community to increase job opportunities for university graduates (Russo, 2017). The rapid development of the industrial world is always urged to meet the needs of the community, so that higher education can create graduates who are competent and in accordance with the demands of the industrial world. The results of this study indicate that the partnership between universities and the industrial world supports the implementation of an independent dictionary and has an effect on reducing unemployment for college graduates.

Local Government Support Affects job opportunities for university graduates

The government continues to expand job opportunities through training, development of appropriate technology. The government facilitates partnerships between universities and industry. Local governments are present as implementing policies from the realization of Article 31 paragraph 3 of the 1945 Constitution which secures that the government seeks and organizes a national education system that increases faith and piety as well as noble character in the context of the intellectual life of the nation. Government involvement in education includes aspects of quality and equity. The government plays an important role in improving the quality of education for Indonesian children, especially starting from the availability of facilities and infrastructure. The results of this study indicate that the local government has an effect on increasing job opportunities for university graduates.

The local government has now made various efforts to reduce the unemployment rate. These efforts include the enactment of Presidential Instruction No. 3/2006 as a policy package to create a conducive investment climate, which includes aspects of taxation, infrastructure,

employment and competitiveness of SMEs. It is hoped that the policy package will be more effective and the benefits will be felt, especially with the decline in the real sector, so that it can absorb more workers. The local government has a role in providing facilities for universities with internship and practice permits to improve the competence of graduates in accordance with the field of work. Regarding the role of the government as a facilitator, in practice it is often biased because not all people can enjoy the facilities provided by the government. The role of the government as a facilitator is to create conducive conditions for the implementation of development to bridge the various interests of the community in optimizing regional development. As a facilitator, the government is engaged in mentoring through training, education, and skill improvement, as well as in the field of funding or capital through providing capital assistance to empowered communities.

Community involvement plays an active role

in supporting university graduates to take part in the community. This research shows that the community has an involvement in supporting universities so that college graduates can take part in the community. The community acts as a communication forum for college graduates and a place for applying the knowledge that has been obtained at the university. The community also acts as a place to devote themselves as one of the applications of the tridharma of higher education. Society is also a real life laboratory. The knowledge and experience gained while in college will be the main capital in pursuing a job and profession as a form of service to the community, nation and state.

The involvement of the mass media in the form of news support, imaging and social control for universities

The role of the mass media, both print and electronic, is very strategic in publishing programs and achievements achieved by an institution, including universities (PT). Through the mass media, the public will know the superior programs and achievements of a campus. The mass media is able to encourage the progress of higher education. Social control can be in the form of people's participation in government, government accountability to the people (Masduki, 2004: 8). Mass media has a very important role for people's lives, this is due to people who are consumptive of information that can support their lives. The media is able to provide branding to the audience so that it displays informative news about the development of the university.

CONCLUSION

From the description above, it can be concluded that the partnership between universities and the industrial world is managing an education system that is in accordance with the needs of industry and the needs of the community to increase employment opportunities for college graduates so as to reduce the unemployment rate for college graduates. Local governments act as facilitators for universities in improving the competence of graduates who are competitive in accordance with the needs of the industrial world. Media and society play a role as social control in higher education.

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