

Specialized Job Market Management to Help Graduates

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Abstract: This study aims to find out and identify: (1) Implementation of the Special Job Fair (BKK) at SMK Negeri 1 Gelumbang; Obstacles faced at BKK SMK Negeri 1 Gelumbang. This study is descriptive qualitative research. The subjects were the Head of BKK, BKK staff, Principal of SMK N 1 Gelumbang, and alumni at SMK Negeri 1 Gelumbang. Data collection techniques were interviews, observations, and documentation studies. Data analysis technique was carried out in four stages: (1) data collection, (2) data reduction, (3) data presentation, (4) data withdrawal. The results of the research showed (1) Implementation of BKK SMK Negeri 1 Gelumbang Activities is carried out through Planning, Implementation, Supervision; (2) Obstacles in implementing BKK SMK Negeri 1 Gelumbang activities are internal and external obstacles.

Keywords: Graduates, Management, Special Job Market

A. Introduction

Quality human resources are in high demand in this modern era of globalization (Kazmi and Quran, 2005). Education is a vehicle that may be utilized to increase the quality of human resources (Mathis, 2016). The quality of human resources gained via education may be improved and transformed into human resources valuable to themselves and society. Enhancing the quality of human resources is a collaborative effort in building a strong and wealthy nation. Superior, difficult, and high-quality human resources will have a favorable influence on boosting competitiveness, national independence, and the ability to promote national growth.

Efforts to increase the quality of human resources in line with the demands of the labor market or the world of business and industry must be carried out in a mutually beneficial partnership between the world of business and industry and educational institutions, both official and informal. Education is crucial in enhancing the quality of human resources since the presence of intelligent and quality human resources is the key to a nation's success. It is vital to grow, enhance, offer information, and skills through the educational process in order to obtain intelligent and quality human resources. Education is one method of developing quality and professional resources,

including preparing the workforce before joining the workforce so that the information and skills obtained are in line with the job needs (Widayatsih, 2020).

Education can provide excellent human resources that can be created to manage natural resources, sustain survival, and boost people's prosperity and welfare. As a result, educational institutions must arrange items that can inspire students to learn with their tasks and functions as a location to study. Formal and informal education are both available. Formal education is received through following programs organized and structured by a country's institution, department, or ministry, such as in schools. To carry out instructional planning in formal education, a curriculum is required. Meanwhile, non-formal education is information gained from daily life via diverse experiences, either firsthand or from others (Septentriwati, 2020).

The government's attempts to organize school and non-school education routes are based on the need for excellent human resources. Secondary schools strive to prepare their pupils to become members of society who can build reciprocal relationships with the socio-cultural environment, natural surrounds, and can develop additional capacities in the world of employment or further education. "Secondary education comprises of general education and vocational secondary education," according to National Education System Law No. 20 of 2003. Secondary education includes high school, Madrasah Aliyah, Vocational High School, and Vocational Madrasah Aliyah (Ministry of Education and Culture, 2003).

In Indonesia, vocational education is a type of education that prepares students to work with the talent of work competence in a certain field of knowledge while also allowing graduates to continue their studies and open up business options. Vocational High School (SMK) is one method of organizing vocational education (Yahya & Purnamawati, 2019). Several skill programs are available at Vocational High School. The competence program at SMK is tailored to the demands of the current labor market. The SMK curriculum is designed to prepare students to work directly in the workplace (Purnako, 2018).

The development of the SMK curriculum aims to prepare Indonesian people to have the ability to live as individuals who are faithful, productive, creative, innovative and affective and able to contribute to the life of society, nation, state and world civilization (Purike, 2021). With the abilities and skills that a student gets, it is hoped that it will be a provision to be able to enter the world of work later. So that SMK graduates have competencies in accordance with the areas of expertise they have. This is in accordance with the objectives of vocational education, namely preparing graduates to be able to go directly into the world of business and industry in accordance with the skills they have. Vocational high school is education at the secondary education level that prioritizes developing students' abilities to carry out certain types of work (Rivai & Sylviana, 2010). Vocational education has objectives that focus on 1) preparation for

entering work; 2) career selection; 3) Develop competence; and 4) provision of experience that supports the transition of job positions from one position to another.

In line with Presidential Directive No. 9 of 2016, the government is attempting to establish programs to assist increasing the quality of human resources through Vocational High Schools in order to increase the quality and competitiveness of human resources. The government's goal in increasing human resource quality is to guarantee that qualified and competent human resources are available at the secondary level. The government prioritizes facilities for working SMK graduates to ensure that SMK graduates who have been equipped with skills may work according to their competences. As a result, the Office of Education and Culture is collaborating with the Office of Manpower to establish a service unit at schools with the goal of providing information and connecting SMK graduates with the commercial and industrial worlds that want workers. Information and service activities for manpower placement services are carried out by the Special Job Fair (BKK) in Vocational High Schools.

The BKK is anticipated to bring together job seekers and businesses and industries searching for personnel. As a result, in practice, the BKK plays a critical function as a liaison to ensure that excellent collaboration is developed between schools, the corporate world, and the industrial sector.

According to the curriculum, SMK refers to its graduates' readiness to have specified abilities in order to join the world of work. Moreover, many current career areas do not match the abilities acquired by SMK graduates. This is why many vocational high school graduates are still having difficulty finding jobs. Due to a lack of information, some SMK graduates are still having trouble obtaining employment that match their abilities.

The lack of information for SMK students causes them to hesitate to enter the world of work and there is an assumption that what can be absorbed in the world of work today are diploma and undergraduate graduates. This means that SMK graduates have little opportunity to enter the workforce because they have to compete with graduates of higher education. So that some SMK graduates continue their studies or take courses. Actually, SMK graduates have more value than SMA because SMK students besides having knowledge but also have certain skills that have been certified with a competency test. SMK is a formal education level that prepares its graduates to have the skills to work immediately after completing their education. This problem is a problem that is not easy to overcome, where it is difficult for graduates of vocational education, especially vocational schools, to find work in the business and industrial world. Anxiety about the abilities they have makes them less confident about a career. Students who are less active in seeking career information at BKK make it difficult for them to find job information. Even though in fact job information in accordance with

the competencies possessed by SMK graduates already exists at BKK, and BKK is also willing to help students find jobs that match their interests.

BKK is intended to be able to provide information services and steer students to employment that match their skills. BKK, as the organization tasked with connecting SMK graduates with the corporate world, is also supposed to inspire these SMK graduates so that they are confident in their talents and prepared for a future in the workforce. According to the Ministry of Manpower of the Republic of Indonesia number 39 of 2016 addressing worker placement, especially in Article 1 paragraph 16 and 17, among others (Minister of Manpower Regulation, 2016): 1) Job Exchanges are locations where labor placement activities are offered; 2) Special Job Exchanges, abbreviated as BKK, are service units in secondary education units, higher education units, and job training institutions that help graduates find jobs.

The goal of SMK to be able to help bridge SMK graduates with the business world and the industrial world can be realized if there is good management and management. In carrying out BKK activities, the scope of activities includes: (1) data collection; (2) Provide information regarding available manpower; (3) Provide guidance to job seekers; and (4) Facilitating workforce placement (Minister of Education and Culture, 2016).

Actuating is an action that moves group members to carry out their assigned tasks (Terry, 2016). BKK's activities include collecting data on job searchers and the job market, tracking graduates, giving employment information, offering graduates guidance and counseling, collaboration, graduate placement, and alumni ties. Every BKK work programs must be implemented ideally in order to fulfill the set BKK objectives effectively and efficiently.

The BKK, which was founded at SMK Negeri 1 Gelumbang, attempts to accomplish one of the purposes to be realized, namely to enhance graduate employment. As a result, this BKK strives to carry out service activities for students and graduates such as job market information, registration of job seekers, counseling and employment advice, work distribution, and placement. BKK at SMK Negeri 1 Gelumbang is managed by the professors of SMK Negeri 1 Gelumbang. The Special Job Exchange at SMK Negeri 1 Gelumbang is a Vocational High School institution under the Public Relations of Industrial Cooperation Relations, a partner of the Department of Manpower and Transmigration. The purpose of this Special Job Fair was to bring current career possibilities closer to the available human resources at SMK Negeri 1 Gelumbang.

Implementation of Special Job Exchange Activities in an effort to connect graduates with the world of work requires administration and oversight to ensure excellent cooperation between schools and the workplace. Graduates will be able to discover

information on job opportunities and distribute it in accordance with the abilities they possess thanks to this Special Job Exchange. The primary goal of BKK is to integrate graduates into the world of business and industry. As a result, the major mission of BKK is to market graduates in order to channel them into the world of business and industry. The Special Job Exchange for SMK Negeri 1 Gelumbang has served its purpose of connecting graduates with the commercial and industrial worlds, as well as marketing graduates so they may enter the workforce.

Students and graduates looking for work can acquire information from BKK SMK Negeri 1 Gelumbang. BKK communicates with students and alumni via homeroom teacher alerts and announcements, as well as social media platforms such as Facebook, Instagram, and the SMK Negeri 1 Gelumbang alumni grub. Moreover, BKK SMK Negeri 1 Gelumbang assists in the selection of students sought by the commercial and industrial worlds. According to the number of openings, the commercial and industrial worlds will seek personnel from SMK Negeri 1 Gelumbang. Likewise, BKK SMK Negeri 1 Gelumbang will prepare graduates of SMK Negeri 1 Gelumbang by contacting them about available career opportunities. Potential employees who have been contacted will be introduced to the commercial and industrial worlds right away. BKK does not engage in the recruitment of prospective employees, but rather functions as a distributor of job vacancies.

BKK for SMK Negeri 1 Gelumbang aims to cultivate positive relationships with alumni who have worked and excelled in business. BKK SMK Negeri 1 Gelumbang has a number of graduates who have been successful in developing collaboration. This successful alumnus has also become one of the distributors of information about job openings and has assisted in channeling alumni from SMK Negeri 1 Gelumbang to work at their location.

The success of a vocational education institution is not only judged by the results of the National Final Examination scores with high graduation rates, but also determined by how well its graduates can be absorbed into the world of work. Therefore, BKK SMK Negeri 1 Gelumbang has a work program by providing information on job opportunities for prospective graduates. The BKK of SMK Negeri 1 Gelumbang also provides directions and input for receiving consultations from alumni who wish to find work, as well as bringing alumni together with companies seeking employment. Therefore, the existence of BKK in SMK is very important. The Special Job Exchange for SMK Negeri 1 Gelumbang is expected to be able to carry out its duties, namely preparing its graduates to be able to enter the world of work. BKK SMK Negeri 1 Gelumbang is also expected to be able to provide broad job opportunities in accordance with the competencies possessed by graduates of SMK Negeri 1 Gelumbang.

About 50% of graduates of the 1 Gelumbang State Vocational School from the Agricultural Technology Agribusiness expertise program who have graduated in 2020

have been recruited by the Business World and the Industrial World, between PT. Sebangun Bumi Andalas which has recruited 40 alumni of SMK Negeri 1 Gelumbang and PT Musi Hutan Persada which has recruited 1 alumni of SMK Negeri 1 Gelumbang. However, other expertise programs at SMK Negeri 1 Gelumbang have not been optimal in terms of channeling graduates into the world of business and industry. SMK Negeri 1 Gelumbang has established partnerships with approximately 54 Business and Industrial Worlds that are relevant to existing expertise programs. However, not all of the business world and industrial world carry out workforce recruitment at BKK SMK Negeri 1 Gelumbang. The business world and the industrial world are currently actively recruiting workers through the BKK SMK Negeri 1 Gelumbang, namely PT. Sebangun Bumi Andalas, PT. Bumi Mekar Hijau, PT. Musi Hutan Persada, and PT. Indomarco.

Management of the Special Job Fair for SMK Negeri 1 Gelumbang has not been optimal, this is because (1) there is still a lack of trust from the business world and the industrial world for alumni of SMK Negeri 1 Gelumbang, (2) lack of support from stakeholders for the role of BKK, (3) cultural culture areas that are still influential in the field of work, (4) There is still a lack of alignment between the Vocational High School curriculum and the Business World and the Industrial World, and (5) Dissemination of information to alumni about job vacancies is still not optimal. Given the importance of the BKK function in implementing graduate distribution activities at SMK Negeri 1 Gelumbang it needs attention. Management carried out in bridging the graduates of SMK Negeri 1 Gelumbang with the business world and the industrial world needs to be handled so that the goals of BKK SMK Negeri 1 Gelumbang in bridging the alumni of SMK Negeri 1 Gelumbang with the business world, the industrial world can run well. BKK is an important part in channeling graduates of SMK Negeri 1 Gelumbang into the world of work. The success of BKK as an institution that seeks to channel SMK graduates to enter the world of work is influenced by BKK Management in planning, implementing and supervising the implementation of BKK duties so as to optimize the absorption of graduates into the business and industrial world.

SMK Negeri 1 Gelumbang is a vocational high school that has 5 study programs of expertise, including Plantation Plant Agribusiness, Livestock Agribusiness, Agricultural Product Processing Agribusiness, Automotive Engineering, and Computer Engineering and Informatics. The missions of SMK Negeri 1 Gelumbang include: 1) Preparing graduates who believe in, fear God Almighty, have noble character, have global diversity, mutual cooperation, have an entrepreneurial spirit that is independent, critical, creative and environmentally sound; 2) Become a leading Vocational High School that can be accessed by the wider community; 3) Increasing the absorption of graduates in the business world, becoming entrepreneurs, and being able to continue to higher education; 4) Increasing the role of SMK Negeri 1 Gelumbang as a center for the development of Agribusiness and agrotechnology, Technology and Engineering, Information and Communication Technology for schools, industry and

society; 5) Empowering school members in creating schools that are clean and environmentally insight; 6) Develop the potential of students through extracurricular activities that are integrated with character education and the environment; 7) Improving the quality of human resources for educators and education staff, competency certification, professional competency assessor certification, education and training as well as industrial apprenticeships; 8) developing a production unit and Teaching Factory as a vehicle for production-based and entrepreneurship training.

Based on the background of the problem described above, the researcher took the title Special Job Market Management in Optimizing Graduates of SMK Negeri 1 Gelumbang into the World of Business and Industry. The statement of the problems in this article 1) How is the implementation of the Special Job Fair for SMK Negeri 1 Gelumbang? 2) What are the obstacles for the Special Job Fair for SMK Negeri 1 Gelumbang in optimizing SMK Negeri 1 graduates into the world of business and industry?

B. Methods

The qualitative technique was used in this study based on the difficulties to be investigated. Whereas qualitative research is a research method based on postpositivism or enterpretive philosophy that is used to research on natural object conditions, where we are a key instrument, data collection techniques are carried out in triangulation (a combination of observations, interviews, and documentation), the data obtained tends to be qualitative, data analysis is inductive/qualitative in nature, and the results of qualitative research are to understand meaning, uniqueness, construct phenomena, and find hypotheses (Sugiyono, 2018).

The qualitative research used in this study is a phenomenological study, where phenomenology is a science that is oriented towards getting an explanation of visible reality (Mawardi, 2018). Research begins by paying attention to and examining how is the implementation of the Special Job Fair for SMK Negeri 1 Gelumbang? and what are the obstacles for the Special Job Fair for SMK Negeri 1 Gelumbang in optimizing SMK Negeri 1 graduates. Then, we carried out data mining in the form of how the meaning of objects in giving meaning to related phenomena. The data collection was carried out by conducting in-depth interviews with the informants in SMK Negeri 1 Gelumbang, as well as by direct observation of how the research object interpreted its experiences to other people.

D. Results and Discussion

BKK is highly significant in arranging to realize one of SMK Negeri 1 Gelumbang's aims, which is to improve the absorption of graduates in the business world, to become entrepreneurs. According to Susmawati et al (2021), BKK SMK is an essential

component in determining the performance of education at SMK since BKK is an entity that plays a role in maximizing the distribution of SMK graduates and a source of information for job searchers. Management or management was required to attain the intended results. According to Rohman (2017), an organizational management process includes the following steps.

a. Planning BKK

According to Rohman (2017), management planning is a process that involves efforts to forecast future trends and establish appropriate strategies and tactics to fulfill organizational aims and goals. BKK actions are carried out in accordance with a predetermined strategy. This is done so that the BKK implementation may go smoothly and methodically. Based on DITPSMK, SMK Negeri 1 Gelumbang has created a Special Job Exchange work program (2021). The BKK Work Program was utilized during a one-year phase of the BKK program. BKK SMK Negeri 1 Gelumbang's planning contains the following elements:

1) Arrangement of Management

BKK has its own squad inside its membership that distributes graduates of SMK Negeri 1 Gelumbang. The Public Relations Team is made up of instructors from SMK Negeri 1 Gelumbang itself. The Chief of BKK SMK Negeri 1 Gelumbang has attended training as a support for BKK operations in carrying out the distribution of graduates into the world of business and work. This training is intended to preserve and increase ability, capacity, and professionalism.

2) Preparation of job descriptions

BKK SMK Negeri 1 Gelumbang has its own team among its members. Although the BKK SMK Negeri 1 Gelumbang membership already has its own obligations. Hence it is hoped that with this job description, the execution of the recruiting activities will go smoothly, and efforts to optimize the integration of SMK Negeri 1 Gelumbang alumni will be accomplished.

3) Goal Formulation

The formulation of the objectives of the BKK SMK Negeri 1 Gelumbang is based on the objectives of the SMK itself. The objectives of the BKK SMK Negeri 1 Gelumbang include a) bringing together SMK graduates with the business world who need SMK graduates, so that an information transformation process occurs; b) provide opportunities for mutual interaction between SMK graduates to offer their competencies to the business world that needs workers; c) improve the cooperative relations between SMK and the business/industry world, with the approach of SMK

management personnel with industry representatives; d) increase the insights of SMK graduates about job opportunities in the business world, so that graduates can choose work opportunities according to their competencies; e) The occurrence of a recruitment process in accordance with the job formation and competencies possessed by graduates; and f) absorption of graduates into the world of work.

4) Program Determination

Program determination is carried out at the beginning of the odd semester by BKK. The planned programs are based on the objectives of the BKK and the strategies that have been formulated. The work program will be the basis for achieving the planned goals. The work programs that will be carried out by BKK SMK Negeri 1 Gelumbang are a) seeking information about job vacancies in the business and industrial world both locally, nationally and internationally; b) prepare and provide facilities for work tests in schools; c) preparing work programs and consultations; d) preparing Human Resources in this case preparing students who are in the educational process; e) organize and prepare Career development for both students and alumni; f) record students and alumni; g) visits to the Business World; h) placement and distribution services; i) communicate with alumni and parents of students; j) enter into cooperation with the Business World both regarding Cooperation contracts and in the distribution of manpower; k) conducting graduate searches; l) conduct evaluation and analysis of activity results.

5) Procedure Determination

In accordance with the BKK implementation plan, in general, it has been carried out neatly. BKK at SMK Negeri 1 Gelumbang have carried out various activities, namely a) seeking information from work partners; b) offering graduates to the business world; c) registration of prospective workers; d) collect data and make an agenda for the business community requesting alumni; e) summon prospective workers according to the request of the business world; f) dispatch prospective workers to the business world (Ichsanudin et al., 2019).

6) BKK Media

The media used in BKK activities at SMK Negeri 1 Gelumbang are print media and electronic media. Print media in the form of cooperation letters, brochures, guest books, and bulletin boards. Electronic media in the form of mobile phones used to access social media such as Facebook, WhatsApp and Instagram.

7) Budget Determination

The budget determination was carried out by the BKK SMK Negeri 1 Gelumbang by submitting activity proposals to the school treasurer and also budgetary assistance from alumni who took part in the recruitment selection. So BKK conducts cost planning in the form of preparing a budget and seeking funds through submissions to the school treasurer.

8) Implement link and match in terms of curriculum synchronization with SMK

The preparation of the learning curriculum that is carried out at SMK Negeri 1 Gelumbang is carried out together with the business world and the industrial world by adjusting the existing competencies in the industrial world. This is in accordance with the opinion of Kamdi et al., (2019), by synchronizing the curriculum with existing competencies in the business and industrial world, schools are expected to produce graduates who are in line with the needs of the business and industrial world. This is also carried out in accordance with the opinion expressed by Muniarti and Usman (2009) that the factors that influence the cooperative relationship between Vocational High Schools and the business world include 1) The quality of teaching staff; 2) Competency of workforce; 3) infrastructure; 4) cooperation relations between Vocational High Schools and the business world; 5) regional potential; 6) Science and Technology capability and; 7) Government policy.

b. Actuating BKK

Implementation of BKK is an effort to realize the plans that have been prepared in order to achieve the objectives of the BKK that have been determined. Thus, the implementation of the BKK must be based on a clear and systematic flow, namely referring to the work program or planning of the BKK that has been prepared previously. In its implementation, BKK SMK Negeri 1 Gelumbang is oriented to distribute graduates so they can directly work in the business and industrial world (Ubaidah, 2021). BKK activities in implementing this workforce recruitment are in accordance with the Regulation of the Minister of Manpower of the Republic of Indonesia Number 39 of 2016, namely Workforce placement services are activities to bring together workers with employers, so that workers can get jobs that match their talents, interests and abilities, as well as employers can obtain manpower according to their needs.

BKK SMK Negeri 1 Gelumbang will continue to maintain contact with SMK alumni who have been accepted in the Business World and the Industrial World, the aim is that the Gelumbang State Vocational School BKK can continue to supervise its alumni and be able to find out job vacancies in the Business World and Industrial World.

c. Supervising BKK

Evaluation of BKK SMK Negeri 1 Gelumbang includes supervision and follow-up in the form of monitoring and communication between the Principal of SMK Negeri 1 Gelumbang by carrying out administrative reporting activities at the end of labor recruitment activities. BKK also communicates with the Business World and the Industrial World if problems occur in the implementation of labor recruitment, so that these problems can be followed up by all parties. Supervision is carried out from the leadership, namely the principal in the form of monitoring. Monitoring is carried out by calling the Chairperson of the BKK to hold a collaboration and debriefing with the BKK to find out the number of graduates who work, study, and work while studying and are self-employed. The school principal monitors at any time because the BKK administrators always report the results of their activities when they are running and completed. Monitoring in an organization is very important for leaders because one of the leadership's roles is monitoring. The school principal has sought information from various BKK personnel and attended every BKK activity.

d. Obstacles of Management BKK

In the management of BKK SMK Negeri 1 Gelumbang there are many obstacles, so that the management of BKK SMK Negeri 1 Gelumbang has not been maximized. These obstacles stem from internal obstacles, namely the lack of trust from the business world and the industrial world in the competencies possessed by alumni and the lack of support from office holders regarding recruitment through BKK. While the external obstacles faced by BKK are the lack of alignment of the SMK curriculum with the Business World and the Industrial World, the process of recruiting workers through BKK must go through certain stages, difficulties in contacting graduates to inform them of job vacancies and violations committed by graduates.

E. Conclusion

BKK planning consists of preparation, public relations goals, public relations media and budget determination. At the preparatory stage, the BKK SMK N 1 Gelumbang carried out agendas which included team formation, goal formulation, strategy determination, program determination, and procedure determination. The stage of forming the BKK SMK N 1 Gelumbang team did not go through selection but the BKK team for SMK Negeri 1 Gelumbang consisted of teachers at SMK Negeri 1 Gelumbang itself.

At the implementation stage of the BKK SMK Negeri 1 Gelumbang, namely offering job vacancies, registering prospective workers, collecting alumni data, scheduling the business world asking for alumni, summoning prospective workers according to the demand of the business world, sending out canakers to the business world,

coordinating with the alumni tracking Working Group, scheduling BKK data, and carrying out career guidance.

Supervision of the implementation of BKK activities at SMK Negeri 1 Gelumbang is in the form of monitoring and communication between the parties concerned, namely the Manpower and Transmigration Office, the Education Office of South Sumatra Province and is carried out by the school leadership. SMK Negeri 1 Gelumbang carries out administrative reporting activities every year. Evaluation is a follow-up to the results of supervision, monitoring and communication carried out between the parties concerned, namely the Manpower Office, the South Sumatra Provincial Education Office and is carried out by the principal.

The obstacles faced by BKK SMK Negeri 1 Gelumbang include: 1) internal obstacles, namely the lack of trust from the business world and the industrial world for the competencies possessed by alumni and the lack of support from office holders regarding recruitment through BKK; 2) External obstacles faced by BKK are the lack of alignment of the SMK curriculum with the World of Business and Industry, the process of recruiting workers through BKK must go through certain stages, difficulties in contacting graduates to inform them of job vacancies and violations committed by the graduate of

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