

The Effectiveness of Tracer Study Activities on Quality Improvement at KH. A. Wahab Hasbullah University

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ABSTRACT

The purpose of this activity is a) Knowing the educational outcomes produced by KH University. A. Wahab Hasbullah, b) Knowing the contribution of KH University. A. Wahab Hasbullah on existing competencies in the world of work, c) Knowing the adaptability of KH University graduates. A. Wahab Hasbullah when entering the world of work, d) As an evaluation material for KH University. A. Wahab Hasbullah to improve quality in the future. Tracer Study Activities at the University of KH. A. Wahab Hasbullah (UNWAHA) Jombang has been carried out in 3 stages (concept and instrument development, data collection, and data analysis and report writing) and based on IT through the university website. Determination of the sample using purposive sampling, namely data for graduates in 2020 as many as 258 and in 2019 as many as 213. Responder tracer studies were 452 with a response rate of 96%. The results of the tracer study show that on average graduates get a job about 4 months after graduation, 85% of graduates are already working and 15% are still looking for work, and 78% of the level of employment is at the same level as the education level of graduates. Through the implementation of the Tracer Study program, it is hoped that all graduates can participate in the Tracer Study so that it can be used as evaluation material for improving the quality of graduates at KH University. A. Wahab Hasbullah Jombang both related to the waiting period, conformity with science, and others.

Keywords: *Tracer Study; Quality; Alumni.*

INTRODUCTION

The absorption of higher education graduates in the world of work is a measure of the success of the University in educating its students to form characters and skills that can contribute to the nation. Higher education institutions need to recognize the value of improving every aspect of individuals and, through their graduates, provide well-equipped human capital that will also contribute to the nation's economic growth by (Ulanday, 2021). Thus the University certainly has a responsibility to facilitate and bridge university graduates to enter the world of work. Tracer Study is one step in measuring the extent to which the University has succeeded in forming graduates who can be useful to society. The results of tracer study activities can be used as material for improvement and quality assurance of a higher education institution (Direktorat Pembelajaran dan Kemahasiswaan, 2021). This is the basis for tracer study activities as a provider of information between higher education institutions and the professional world of work to support the assessment of the relevance of higher education and information for stakeholders, as well as support the implementation of higher education accreditation.

Tracer Study is one of the methods used by several universities in Indonesia to obtain feedback from alumni. The feedback obtained from alumni is needed by universities for evaluation in the context of

developing the quality and education system. According to (Efiyanna et al., 2019) the role of alumni is one of the important indicators of the successful implementation of higher education. This feedback can also be useful for universities to map the world of business and industry so that the gap between the competencies obtained by alumni during college and the demands of the world of work can be minimized. Tracer Study can serve as feedback for study programs and universities to evaluate and improve the curriculum and management of higher education, so that graduates can accommodate the needs/demands of the community and university administrators by (Kalaw, 2019; Saunders-Smiths & De Graaf, 2012). This is confirmed by (Brits & Steyn, 2019; Fitrihana et al., 2014) where tracer study activities are a step to collect relevant information and input from graduates related to the learning and working experience experienced by graduates for the development of higher education.

Efforts to prepare qualified graduates to have high competitiveness in the world of work have been carried out by UNWAHA Jombang. One of the efforts made is to establish a Career Center which aims to prepare graduates who are competitive in the job market. The Career Center Institute is a work unit that has the task of managing graduates and increasing the waiting period for UNWAHA graduates in obtaining jobs for the first time through alumni survey activities and developing job vacancies information networks and organizing an Industrial Job Exchange. This is confirmed by (Arifin & Muzid, 2018; Brits & Steyn, 2019) where through a career center it is hoped that it will be able to improve the readiness and ability of alumni to compete in the world of work, carry out tracer study activities, and develop students according to the level of the scientific field with the world of work.

This information is used for further development in ensuring the quality of education. With this tracer study activity, it is hoped that UNWAHA will obtain information indicating the evaluation of the implementation of the study program and provide the basics for implementing future plans. Through these activities, alumni will obtain professional success (career, scientific and occupational suitability, status, income) and information on relevant knowledge and skills (relationship between knowledge and expertise with work needs, scope of work, professional position). Tracer Study can also be used as an activity to find information about the needs of stakeholders for alumni.

Based on the description above, the research aims as follows: a) Knowing the educational outcomes produced by KH University. A. Wahab Hasbullah, b) Knowing the contribution of KH University. A. Wahab Hasbullah on existing competencies in the world of work, c) Knowing the adaptability of KH University graduates. A. Wahab Hasbullah when entering the world of work, d) As an evaluation material for KH University. A. Wahab Hasbullah to improve quality in the future.

METHOD

The type of research used is descriptive quantitative research. The method used is a survey method (population) with a sampling technique through purposive sampling, which uses sample data for 2019 a total of 213 and 2020 a total of 258 graduates at KH University. A. Wahab Hasbullah Jombang. In general, the design of the implementation of the study tracer will be carried out in three stages, namely; Concept and Instrument Development Stage with the address <http://alumni.unwaha.ac.id/>, Data collection stage and data analysis stage and report writing (Figure 1). The variables used in the Tracer Study questionnaire refer to the Ministry of Education and Culture's online questionnaire such as graduate profiles, length of study, waiting period, percentage of graduates working, suitability of work with science, mastery of technology and information, graduate competencies, and others. The time of the Tracer Study was carried out within a period of 6 months (Table 1).



Figure 1. Tracer Study Stage Diagram

Table 1 Main phases and tasks

Phase	Main Task	Time
1. Development of IT-Based concepts and instruments at	<ul style="list-style-type: none"> Survey Objectives Survey Design 	2 Month

http://alumni.unwaha.ac.id/	<ul style="list-style-type: none"> • Determine the technical concept of conducting the survey • Formulation of questionnaire and response items • Development of IT-based surveys via the web • Initial stage of questionnaire testing 	
2. Data Collection	<ul style="list-style-type: none"> • Survey Team Training • Distribution and collection of data to alumni • Ensure high participation (80%) 	2 Month
3. Data Analysis and Report Writing	<ul style="list-style-type: none"> • Coding of alumni responses • Data entry and data control • Data analysis • Writing survey reports • Workshop 	2 Month

RESULT AND DISCUSSION (font size 12pt)

1. Development of IT-based concepts and instruments

- a. Carry out IT development related to increasing the capacity of the UNWAHA website
The Tracer Study Team coordinates with the UNWAHA IT Team to increase access capacity for Tracer Study activities. The IT team added a special server section to accommodate tracer study data supported by the University which is presented in Figure 1.



Figure 1. Server for Tracer Study Management

- b. Coordinate through Focus Group Discussion (FGD)

Coordinate between the Tracer Study Team related to the concept of implementing the Tracer Study at KH University. A. Wahab Hasbullah Jombang by involving the Vice Chancellor for Finance and Housekeeping and the University IT Team. The results of this coordination include: a) unification of the concept of tracer study implementation at UNWAHA, b) support from the UNWAHA rectorate for the implementation of tracer study activities, and c) the needs needed by the IT team in managing tracer studies in the future. The concept of the UNWAHA tracer study is implemented on the UNWAHA website in accordance with the tracer study instrument/questionnaire from the Ministry of Education and Culture's Tracer Study. In addition, there are additions for tracer studies aimed at Alumni Users.

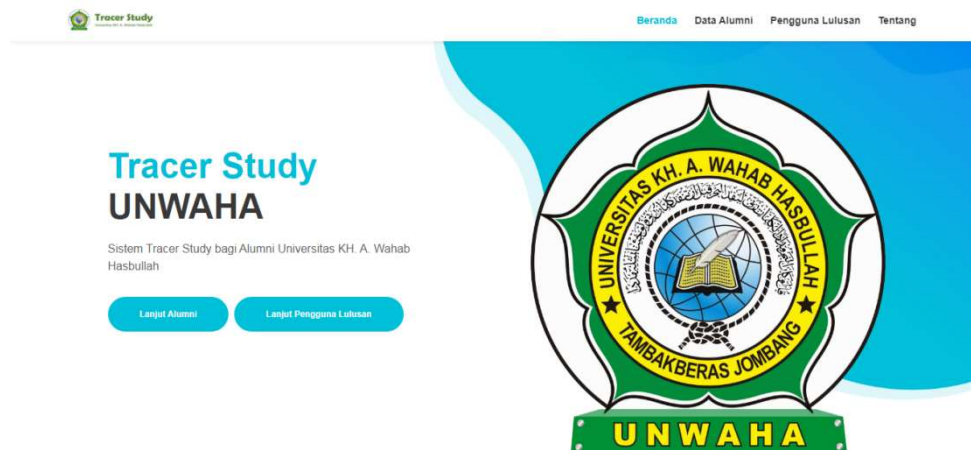


Figure 2. Website Development for Tracer Study Activities

Coordinate with the entire UNWAHA Tracer Study Team regarding the preparation of socialization and training of surveyors for tracer studies. It was found that the surveyor tracer study UNWAHA was followed by 10 people. This surveyor training was carried out for 2 times.



Figure 3. Coordination of Preparation for Surveyor Tracer Study Socialization and Training

c. Conducting surveyor debriefing

This activity was carried out through discussions and coordination regarding the formulation of the tracer study instrument during the transition from the 2019 instrument to the 2021 instrument from the Ministry of Education and Culture. After that, a surveyor tracer study training was carried out at UNWAHA involving several integrated administrative staff at UNWAHA as well as from the UNWAHA Tracer Study Team. This provides convenience in tracking students because the basic data comes from the UNWAHA Integrated Administration Office. This training aims to support the tracking of alumni in UNWAHA either through cellphone numbers, email, or social media. So that the tracer study surveyors at UNWAHA were given knowledge in communicating to alumni to support filling out the UNWAHA tracer study questionnaire. This training is carried out in 2 days.

2. Data Collection

a. Conduct outreach and tracking

The Tracer Study team carried out socialization and tracking of alumni using several methods or steps, including:

- Publication through the UNWAHA website

Dissemination of information related to tracer study and career development for students and alumni is published on the official UNWAHA Tracer Study website on the <https://alumni.unwaha.ac.id> page.

- Social media (Whatsapp Group)

Social media is a good and effective way of socializing where most alumni use social media, including Whatsapp Group, Facebook, Instagram, and others. In the implementation of the tracer study at UNWAHA, they still use and optimize the WA Group because it is very easy to reach through coordination with the Dean and the Head of Study Program so that it can be conveyed to the alumni.

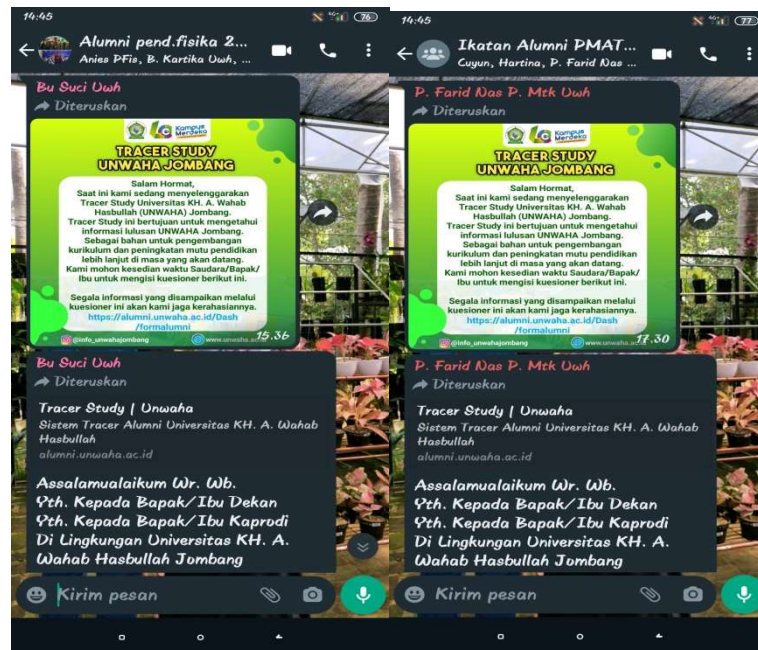


Figure 4. Socialization via Whatsapp Groups

- Telephone

The activity of calling respondents or alumni was carried out by the Surveyor Team of the UNWAHA Career Centers (LCC) Institute. Surveyors communicate one by one with alumni to track their whereabouts. The communication process is organized according to Figure 6 showing the socialization by telephone.



Figure 5. Outreach by Phone

b. Collecting alumni data

Data collection from the survey results was carried out by filling out online questionnaires by the respondents through the website <https://alumni.unwaha.ac.id/Dash/formalumni>. Alumni who have been emailed but filled out the questionnaire are reminded again through surveyors in each study program. If you have not responded, you will be contacted by telephone intensively. The progress of filling is monitored by each surveyor in the Study Program.



Figure 6. Total Tracer Study Respondent

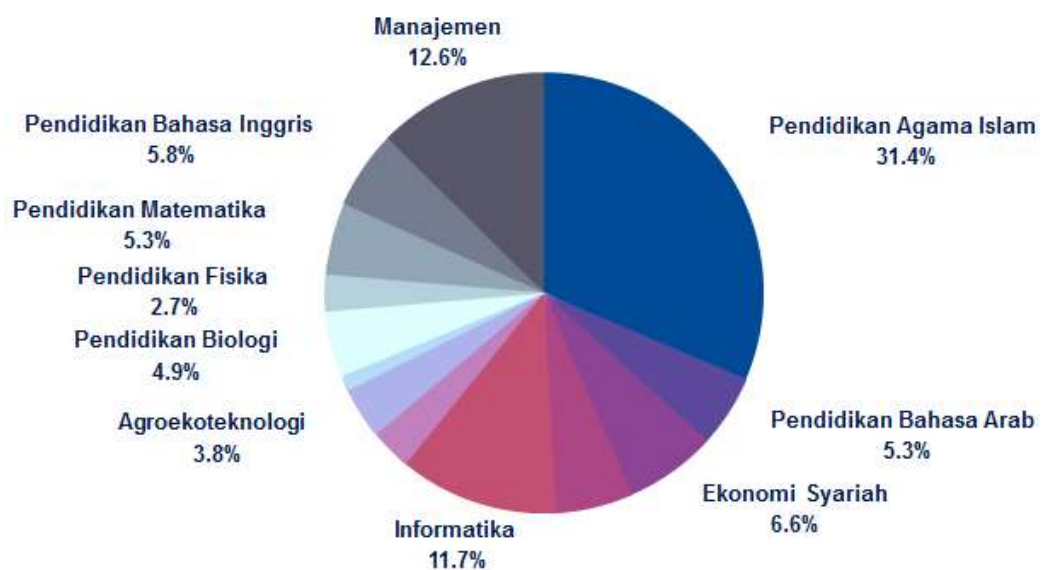


Figure 7. Tracer Study Respondent

3. Data Analysis

This activity is carried out by going through the stages of data verification and data analysis. In data verification, data is collected roughly from surveyors who have obtained data from alumni by the Data Verification Team (Figure 10). It aims to classify the distribution of alumni who have filled out the questionnaire given. Some data that is still incomplete will be submitted to the forum in coordination with surveyors or with the UNWAHA Integrated Admin section. The results of data verification are then followed by data analysis by the Data Analysis Team (Figure 8). The activity aims to manage alumni data according to the desired data template according to the questionnaire from the Ministry of Education and Culture on the 2021 tracer study instrument (Table 2).



Figure 8. Tracer Study Data Analysis

Table 2 Tracer Study Result

No	Question Items	Answers According to Tracer Study Result															
1	How many months did it take (before and after graduation) to get the first job?	Before graduation 0 (month) After graduation 4 (months)															
2	Are you currently employed (including part-time and self-employment)?	<table border="1"> <caption>Employment Status Data</caption> <thead> <tr> <th>Status</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Bekerja</td> <td>241</td> </tr> <tr> <td>Wiraswata</td> <td>85</td> </tr> <tr> <td>Studi Lanjut</td> <td>0</td> </tr> <tr> <td>Sedang Mencari...</td> <td>45</td> </tr> <tr> <td>Belum Bekerja</td> <td>0</td> </tr> </tbody> </table>	Status	Count	Bekerja	241	Wiraswata	85	Studi Lanjut	0	Sedang Mencari...	45	Belum Bekerja	0			
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3	Approximately how much do you earn each month?	1.500.000 (Rupiah)															
4	How close is the relationship between the field of study and work you?	<table border="1"> <caption>Relationship between field of study and work</caption> <thead> <tr> <th>Relationship</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Sangat Erat</td> <td>39%</td> </tr> <tr> <td>Erat</td> <td>41%</td> </tr> <tr> <td>Kurang Erat</td> <td>20%</td> </tr> <tr> <td>Tidak Erat</td> <td>0%</td> </tr> </tbody> </table>	Relationship	Percentage	Sangat Erat	39%	Erat	41%	Kurang Erat	20%	Tidak Erat	0%					
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5	What level of education is most appropriate for your current job?	<table border="1"> <caption>Education Level Data</caption> <thead> <tr> <th>Education Level</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Bertingkat lebih tinggi</td> <td>85</td> <td>18%</td> </tr> <tr> <td>Tingkat yang sama</td> <td>367</td> <td>78%</td> </tr> <tr> <td>Setingkat lebih rendah</td> <td>14</td> <td>3%</td> </tr> <tr> <td>Tidak perlu pendidikan tinggi</td> <td>5</td> <td>1%</td> </tr> </tbody> </table>	Education Level	Count	Percentage	Bertingkat lebih tinggi	85	18%	Tingkat yang sama	367	78%	Setingkat lebih rendah	14	3%	Tidak perlu pendidikan tinggi	5	1%
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4. Report Presentation

The last activity of the tracer study implementation stage is the presentation of the report. The results of the data analysis activities are then recapitulated and presented in the form of a final report according to the format of the final report of this activity from DIKTI. The final report was prepared by the implementing team through Focus Group Discussion activities (Figure 9). Then the results of the report are monitored and evaluated internally at KH University. A. Wahab Hasbullah Jombang by inviting the Rector, Dean, and Head of Study Program (Figure 10). The results of the tracer study are strongly supported by all levels of leadership in order to support the improvement of the quality of the institution.



Figure 9. Final Report Preparation Process



Figure 10. Internal Monitoring and Evaluation of Tracer Study Implementation

Discussion

This tracer study activity has provided some good information related to the alumni data at KH University. A. Wahab Hasbullah (UNWAHA) in 2019 and 2020. Tracer Study activities have a positive impact on improving the quality of institutions, faculties or study programs, one of which is the compatibility between work and scientific fields in the study program. This is closely related to the profile of graduates in each study program at KH University. A. Wahab Hasbullah (UNWAHA) Jombang. In addition, through this activity, UNWAHA already has a tracer study system that adopts the tracer study system of KEMDIKBUDRISTEK which can assist in processing data from alumni and graduate users even though it is still not optimal and needs further development in several aspects. Therefore, this activity is very useful to support the improvement of the quality of the institution so that it is in line with the expectations of the Government to support and produce quality human resources according to the needs of the world of work. Results of this study will provide objective data and concrete evidence of the worth and quality of its teacher education programs, its effectiveness, adequacy and relevance to the graduates, personal, professional development and growth, socio-economic productivity and satisfaction by (Almejas et al., 2017).

The obstacles faced in the implementation of this activity are as follows:

No	Problem	Follow-Up
1	Incomplete graduate data (data error)	Contacting the KH A. Wahab Hasbullah University Integrated Administration
2	Graduate data in the form of NIK data is filled with origin	Trying to contact alumni again to fill in the actual NIK

CONCLUSION

Based on the results of the tracer study, several conclusions were obtained as follows: a) educational outcomes of KH University graduates. A. Wahab Hasbullah is a bachelor's degree program where 326 graduates are already working and 45 are looking for work, b) KH University. A. Wahab Hasbullah supports the improvement of graduate competencies through curriculum development that presents the profile of graduates of each study program in it which results in a very close relationship between the field of science and work (39%), close (41%), less close (20%), and not close (0%), c) the ability of KH University graduates. A. Wahab Hasbullah which is needed in the world of work where 18% has a higher level, 78% has the same level, 3% is a lower level, and 1% does not need higher education, and d) the results of this tracer study become material for evaluation and improvement of university leaders, faculties, and study programs related to the profile of graduates in each study program and the abilities that graduates must possess, both soft skills and hard skills, to be highly competitive in the world of work.

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