

STRATEGI PENGEMBANGAN PEMASARAN LULUSAN SMK

Nurmayunita*¹

¹Universitas Ibnu Sina, JL. Teuku Umar, Lubuk Baja, Batam
¹Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Batam
e-mail: *nurmayunita@uis.ac.id

Abstract

The objectives of this research are: (1) to describe the marketing strategy to expedite employment rate which is reflected through the school profile before the graduation which is judged from (a) physical means (building and equipments), (b) human resources, (c) the pupils' quality, (d) curriculum and expertness, and (e) public relation (brochure and other media); (2) to describe the marketing strategy to expedite employment rate by the mean of the school profile after the graduation which includes marketing strategy reflected through: (a) alumni tracking/navigation and (b) job fair; and (3) to describe supporting factors and the limitations in graduates employment.

Keywords— graduates marketing strategy, employment absorption

PENDAHULUAN

Vocational High School is a school that produces graduates who are ready to work. Students who study at vocational high schools have the ability, skills, and expertise that are ready to be applied in the world of work. Students are also given the skills to create their own business. Law Number 20 the Year 2003 Article 15 concerning the National Education System explains that "vocational education is secondary education that prepares students, especially to work in certain fields". Based on these government regulations, a Minister of Education and Culture Decree No. 0490/1992 was issued regarding Vocational High Schools with the needs of the Business and Industrial World that were pursued to be mutually beneficial, this was realized in the form of a Dual System of Education. The Dual System Education Policy came into force in 1995 to overcome various problems between the Vocational High School as a printing agency for prospective workers and Dudi as a workforce user. The policy is an effort to overcome the gap in educational outcomes in Vocational High Schools with the needs of the workforce.

Marketing of graduate schools is one strategy that can accelerate employment. High existence in the community will facilitate schools in promoting their graduates to the business world and the industrial world so that it can be absorbed into the workforce. Dual System Education is also one of the school's strategies in accelerating employment. Dual System Education is an activity of students learning while working or working while learning directly from learning resources with aspects of imitating as the main element and the results of learning/work are a measure of success. Dual System Education is a model of providing vocational education where the planning and implementation of education are realized through partnerships between the world of work and school. The implementation of education takes place partly in schools and partly in the world of business and industry. Dual System Education Activities also open up the possibility of students to be recruited and accepted to work later when they have finished their education. Through the Dual System of Education students also indirectly market schools. The behavior and performance of students while in the business world and the industrial world is a reflection of the school.

In connection with this description, the researchers chose a location to carry out research related to the marketing strategies of graduates in Vocational High School 6 Batam. The school has many partners in cooperation both in the implementation of the Double System Education as well as in the absorption or recruitment of graduates of Batam 6 Vocational High School. It also

has a variety of marketing strategies so that it can work with 215 business and industry. As explained by Eni Retno as Head of Public Relations at Vocational High School 6 Batam. "We make memories books, brochures, facebook, web, open houses, student production, through alumni, through Dual System Education".

The marketing strategy at Vocational High School 6 Batam can accelerate employment. Examples of recent data graduate in 2018-2019 the number of students 587 who have worked 467 students and the rest went on to college. Students who have finished their education can be distributed to partners who have collaborated with the school. As explained by Ms. Evi as a Guidance and Counseling teacher and member of the Special Occupation Exchange. "After graduating, children can take the test to work in various types of business and industrial world". Based on the description above, the researcher wants to know the marketing strategies used by the school so that the school can have many working partners and can maintain it. The number of work partners they have can accelerate the employment of school graduates. Therefore, researchers want to find out more about the overall marketing strategy of graduates to accelerate the absorption of labor at Vocational High School 6 Batam.

METODE PENELITIAN

This research uses a qualitative approach. Researchers use a qualitative approach intended to find in-depth studies of special events and be able to explain straightforwardly about the focus of research. Researchers used a qualitative approach to describe the focus of the research, namely the marketing strategies of graduates in Vocational High School 6 Batam. The description is in the form of written or oral words with information obtained from the informants as well as observations and school documentation. Descriptions are explained in more depth about the problems that occur at the focus of research.

The type of design used is case study research. Targets in this case study research include people, events, settings, and documents. This research uses case study research because the researcher will reveal a phenomenon in a focused manner. In addition, because the problem to be discussed needs boundaries so that the problem under study can be revealed in more detail and focus. The presence of researchers at the research location is absolutely necessary in order to create a good relationship with the informant. A good relationship with the informant in the form of intimacy and a sense of kinship.

This approach will facilitate researchers to conduct research at the research location. Because the researcher is a key instrument, the researcher must be able to uncover the meaning, gather the data needed, summarize the findings, and report them. The presence of researchers is very important and is needed optimally. The initial presence of researchers in the field is carried out for preliminary studies so that researchers know in advance the target research location. The preliminary study will facilitate researchers in the preparation of research designs. The presence of researchers at the research location after conducting preliminary studies and obtaining key informants, researchers continued by conducting interviews with informants.

HASIL DAN PEMBAHASAN

The marketing strategy to expedite the employment rate which is reflected through the school profile before the graduation

Marketing strategies through physical graduates in Vocational High School 6 Batam are displaying the best possible building by maintaining the building, renovating the building, and adding. Furthermore, by having a building that suits students' needs, providing sports facilities, equipping supporting facilities with all kinds of equipment needed in the learning process, and

preparing the building and equipment as complete as possible to maximize student learning outcomes.

Vocational High School 6 Batam involves all the Human Resources in the school in the marketing activities of graduates. The marketing strategies of graduates through HR in Batam State Vocational School 6 are: (a) Selecting prospective employees and teachers who have the expertise and competence in accordance with the needs of the school, and (b) So that employees and teachers can develop given training or training. Two stages of graduate marketing strategy, the first is that the school chooses competent employees and teachers and is adjusted to the needs of the school so that the marketing activities of the graduates can run optimally. The next stage is to provide training or training for employees and teachers to have better performance.

Marketing strategies of graduates through students in Vocational High School 6 Batam namely, (a) Creating students who excel, (b) Marketing through industrial work practices, before students undertake industrial work practices activities are given training and provisioning first so that the business world and the industrial world where the practice is impressed and interested in students, especially their ability to work. In addition, by inviting practitioners as guest teachers who will later teach students about their respective majors, (c) Utilizing table maner activities to introduce students to several Dudi eg Batu Agro Tourism, (d) Conducting beauty classes so that students participate able to look attractive according to the demands of the world of work, (e) Visits to several agencies related to departments in school so that students know and can learn directly. This visit also indirectly serves as a vehicle to promote schools and graduates, and (f) Establish a good image of students in the eyes of the community by forming students who are disciplined, achievers, polite, friendly, good personality, and love the environment.

The marketing strategy of Vocational High School 6 Batam graduates through curriculum and expertise is in collaboration with the business world and the industrial world in developing the curriculum. Schools looking for information about the needs of the business world and the industrial world are then added to the curriculum to be taught to students. This is done so that students can face the world of work and the business world and the industrial world can absorb graduates as workers in accordance with the needs of the business world and the industrial world.

Marketing strategies for graduates through Public Relations at Batam 6th Vocational High School namely, through brochures, calendars, souvenirs, through the internet (Facebook and school websites), and through school radio. Stages of postgraduate marketing strategies: (a) Preparing achievements and benefits through existing data, (b) Existing data entered into school calendars, school brochures, and school Facebook, and (c) Existing data is delivered via radio broadcasts owned by the school. The formulation of a marketing strategy through Public Relations at Vocational High School 6 in Batam involves the homework of the department and the principal.

The marketing strategy to expedite employment rate by the mean of the school profile after the graduation

Marketing strategies for graduates through tracking graduates in Vocational High School 6 Batam namely, (a) Planning strategies to be used, (b) Tracking graduates through students or younger siblings, formalizing, and incidental forms, (c) Making a tracking list of graduates who obtained from juniors and legalized forms, and incidental, (d) Providing information on job vacancies to graduates who are already in the graduate tracking list, (e) Graduates who have successfully found work in cooperation with schools by promoting graduates of 6th Vocational High School Batam through self graduates and graduate performance so that the business world and the industrial world are interested in using graduates of Batam Vocational High School 6 as a workforce again, and (f) Graduates who are already working also collaborate with schools in providing job vacancy information.

Many are interested in the vacancies informed by the Special Forces Officer to contact the business and industry world that provide vacancies for recruitment. Schools only bridge between the business world and the industrial world and its graduates, the way to recruitment depends on the business world and industry whether, through written tests, physical tests, or

interviews, and (d) Graduates who have been successfully recruited by the business and industry world provide information to schools that have has been accepted into labor.

Supporting factors and the limitations in graduates employment

Supporting factors in the marketing of graduates through physical schools in Vocational High School 6 Batam are complete buildings, complete laboratories, equipment used to support the learning process is also complete, and funds obtained by schools to develop schools. While the inhibiting factors are the lack of equipment used for marketing majors and the lack of school effort in publicly publishing the school either through brochures or others.

Supporting factors in the marketing strategy of graduates through Human Resources owned by the school are, most of the Human Resources have the ability in accordance with their work, there is training to develop employee performance, and employee morale that always wants to develop. While the inhibiting factor is that there are still some employees whose skills or expertise are not in accordance with their line of work, and there are disputes between employees which leads to unfavorable work climate.

Supporting factors in graduate marketing strategies through learners are the many achievements of students, the existence of a beauty class, friendly and polite student behavior, and good student performance during internship. While the inhibiting factors are, students who are not at home in the internship, students who often skip classes, and students' abilities are low in practice.

Supporting factors in the marketing strategy of graduates through the curriculum/expertise in Batam 6th Vocational High School namely, the business world and the industrial world who are willing to help in curriculum development. While the inhibiting factor is that the business world and the industrial world have not routinely assisted in curriculum development each year in Vocational High School 6 Batam.

Supporting factors in the marketing strategy of graduates through public relations at Vocational High School 6 Batam is the development of technology that continues to develop, for example, the presence of Facebook and the web. In addition, the school has its own radio so that it can easily market the school via radio. While the inhibiting factor is that the radio owned by the school still has a limited network.

Supporting factors in graduate marketing strategies through tracking graduates in Batam 6th Vocational High School are the existence of Facebook schools that make it easier for schools to track graduates through groups. In addition there is the help of students who are willing to work together to track graduates. While the inhibiting factor is, there are some graduates who are out of town and do not have communication tools so that they cannot be tracked and graduates are lazy to give news to the school where after graduating whether working or continuing to college.

Supporting factors in the marketing strategy of graduates through the job market/recruitment that is in Vocational High School 6 Batam is the number of businesses and industries that work with schools, community businesses that continue to grow so that new labor is needed, and school collaboration with graduates to add job vacancy information. While the inhibiting factors are the place of the business world and the world of an industry that recruits graduates far away so that graduates do not feel at home, not all Dudi who collaborate with schools absorb workforce each year, and many rivals from other schools.

SIMPULAN

The marketing strategy of graduates through physical is to show the best possible building by maintaining the building, renovating the building, and adding buildings according to the needs of the school. The marketing strategies of graduates through Human Resources are: (a) Selecting prospective employees and teachers selectively who have the expertise and competencies in accordance with the needs of the school, and (b) Developing the ability of employees and teachers through training or training. Utilization of existing Human Resources in accordance with the underlying theory. Marketing strategy through curriculum and expertise, the

school prepares a curriculum based on the business world and the industrial world based on the 2013 curriculum. The marketing strategy of graduates through Public Relations is done through brochures, calendars, souvenirs, through the internet (Facebook and school web), and through school radio.

Supporting factors in graduate marketing are complete supporting facilities, quality Human Resources, the many achievements of students, technology that continues to develop, and the many businesses and industries that work with schools. While the inhibiting factors are the lack of school effort in publicizing the school's physical through brochures and others, disputes between employees, students who often skip classes during industrial work, and not all businesses and industries in collaboration with schools absorb the workforce each year, and the number of rivals from other schools. Supporting factors and inhibiting factors are in accordance with the underlying theory. Supporting factors are opportunities that are used by schools in marketing their graduates. While the inhibiting factor is a threat faced by schools that must be addressed properly.

SARAN

Based on the results of the study can be put forward suggestions that can improve the implementation of marketing strategies graduates to accelerate the absorption of labor, the head of Vocational Schools and teachers should further enhance their role in the implementation of marketing strategies by having more performance and constantly improving their abilities in accordance with the changing times, so that the school can create quality graduates and in accordance with the needs of the business world and the industrial world.

DAFTAR PUSTAKA

- [1] Hermansyah. 2019. ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI MAHASISWA MEMILIH FAKULTAS TEKNIK IBNU SINA SEBAGAI TEMPAT KULIAH. *Jurnal Teknik Ibnu Sina (JT-IBSI)*. 4. 10.36352/jt-ibsi.v4i2.240.
- [2] hermansyah. 2019. "EMPLOYABILITY SKILLS VOCATIONAL HIGH SCHOOL STUDENTS IN THE ERA OF ASEAN ECONOMIC COMMUNITY." INA-Rxiv. October 20. doi:10.31227/osf.io/v4x5n
- [3] Jatmiko, RD. 2004. *Manajemen Stratejik*. Malang: Universitas Muhammadiyah Malang.
- [4] Minarti, S. 2012. *Manajemen Sekolah*. Jogjakarta: Ar-ruzz Media.