

Career Preparation Program Model at The Sub Directorate of Career Development and Assessment (CDA) IPB University

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Abstract

Changes in the job map provide career challenges for college graduates. On the other hand, the Ministry of Education, Culture, Research, and Technology makes higher education performance assessments through the IKU PTN to see the absorption of graduates. This research uses quantitative data from the 2018-2023 annual CDA report. Analysis of research data using the SWOT method. Data is presented descriptively to obtain an overview of the implementation of student career preparation programs. For 5 years, CDA IPB has held various career preparation programs, namely membership services, career service information system, on-campus recruitment & publication of job vacancy information, career training & industrial insight, career consultation, job fair, career enrichment, career buddy, stadium general for graduation, internship, career faculties roadshow, career studio, and career preparation in multinational companies. Based on the results of the analysis carried out using the SWOT method, it can be concluded that the CDA programs have been running effectively with several parameters increasing the number of program users, the distribution of work status, as well as testimonials from graduates who have participated in the CDA programs.

Keywords: Career, Student, Career Preparation.

INTRODUCTION

The Central Statistics Agency (BPS) of the Republic of Indonesia, in February 2023, recorded that the number of unemployed people in Indonesia reached 7.99 million people, a decrease of around 410 thousand compared to February 2022. This decline resulted in an unemployment rate of 5.45%, down from 5.83% the previous year (Haryati, 2023). When compared to the position in February 2019, the number of unemployed people at the beginning of 2023 increased by around 1.2 million people (Kristianus, 2024). Meanwhile, unemployment is dominated by educated unemployment, namely unemployment with a high school education level and above. Based on BPS data for 2020-2022, 27.38% of the open unemployment rate from the total workforce came from high school, vocational study, and university levels. This trend indicates a mismatch between the qualifications of graduates and the job market's requirements, highlighting ongoing challenges in employability and labor market integration for educated individuals. The unemployment situation is further complicated by various factors such as economic conditions, labor market dynamics, and the impact of COVID-19 (Haryati, 2023); (KADIN, 2024).

The Ministry of Manpower (Kemenaker) said that the Open Unemployment Rate (TPT) currently comes mostly from higher education levels. This was conveyed by the Secretary-General (Sekjen) of the Ministry of Manpower Anwar Sanusi in a webinar related to the Strategy for Developing the National Labor Market Information System on Tuesday (Sekretariat Jenderal, 2021). The large number of educated unemployed in Indonesia, indicates that high school and college graduates who are expected to be able to improve this nation in the future are instead trapped in the dilemma of educated unemployment. On the other hand, universities as providers of educated labor face several employment

challenges, including: 1) Employability rate, which is often associated with the average absorption of college graduates in the professional world within a certain period. 2) Gap of industrial needs, namely the number of unemployed university graduates due to the gap between the profile of university graduates and the qualifications of ready-to-use labor required by companies. 3) Imbalance supply & demand of labor, namely limited employment opportunities influenced by world economic conditions, the COVID-19 pandemic, and the increasing number of the labor force. 4) The Industrial Revolution, namely changes in consumer behavior patterns, also encouraged changes in business systems in the industrial world. 5) Transformation of job types, namely the replacement of industrial activities in some parts by machines or a digital system, is a challenge for college graduates (Rahmawati & Putri, 2021) ; (Haya, Lestari, & Crisanty, 2023); (Kurniawan & Sunoto, 2024).

Released from the 2021 Higher Education Main Performance Indicator Guidebook, Indonesia's 2045 vision to become a developed country with the fifth largest Gross Domestic Product (GDP) in the world, needs to be supported by human resources who have knowledge and abilities that are ready to compete at the international level (Direktorat Jenderal Pendidikan Tinggi, 2021). The nation's problems, as well as future job opportunities, will no longer rely on natural resources, but rather on the ability of its people to work. Higher education as an institution of science, knowledge, research, and community service, is required to be more focused in realizing its performance targets. One of the keys in regulating the performance of universities is through the Main Performance Indicators of State Universities (IKU-PTN) stipulated through the Decree of the Minister of Education and Culture (Pratiwi, Purwanggono, & Bakhtiar, 2017) ; (Kurniadi, Arpizal, Fajarsari, Yaldi, & Mayasari, 2023).

By preparing students well, they can improve their skills and competencies, which will support the acceleration of these students in getting a job after graduation, the type of work obtained with a salary that meets the standards based on their competencies, and the type of industry on a national or multinational scale.

METHODS

The author analyzes the effectiveness of the programs that have been carried out by the Sub Directorate of Career Development of IPB for students and graduates, and creates a program optimization model to improve the achievement of KPI 1 PT. The scope of the analysis will focus on the achievements of the career preparation program at the Sub Directorate of Career Development of IPB from 2019 to 2023, then measure the development of the program and compare it with KPI 1 PT. Data collection is done quantitatively from the previous year's data. First, from the data collected, the development is measured from year to year, then the effectiveness of the program is analyzed with a simple method (calculation of the percentage of growth). Second, each program achievement will be analyzed with the SWOT method to produce an optimal strategy in improving KPI achievements (Ambari & Kriswantoro, 2023).

RESULTS AND DISCUSSION

The preparation of prospective graduates is an important task for academic organizers, in this case universities, to provide human resources who are ready to compete in the world of work. (Adriani, 2019) said something comparable, to be specific that instruction may be a part of human capital that capacities to extend a person's information and abilities. Each university has a career development section for students to graduates and collaborates with alumni and partners. However, students often do not realize the importance of career planning and do not have reasonable goals to realize their potential, therefore, they do not have a strategic idea when searching for a job (Gao, 2017). Therefore, career planning should be done early as it helps individuals to have a more realistic and planned understanding of their capabilities and the career goals they want to achieve (Hariko & Anggriana, 2019).

Career planning activities are important because they make individuals aware of their skills, interests, knowledge, motivations, and other characteristics (Saputra, 2020). They also allow individuals to get an overview of career opportunities and decisions, identify career goals, and determine

development efforts that can be undertaken to achieve career goals (Dessler, 2017). (Pei, 2019) research findings also showed that supporting career planning can help students identify their career goals, realistic environments, traits, interests, skills, and values. IPB, has a CDA that facilitates the career development of students from level 1 to level 4 even after graduation. Some of the programs implemented include membership services, career service information system, In Campus Recruitment & Job Vacancy Publication, Career Training and Industrial Insight, Career Consultation, Career Enrichment, Job fair, career buddy, pre-graduation stadium general, internship, career faculty roadshow, career studio, Career Preparation in Multinational Companies, and appreciation of industry partners.

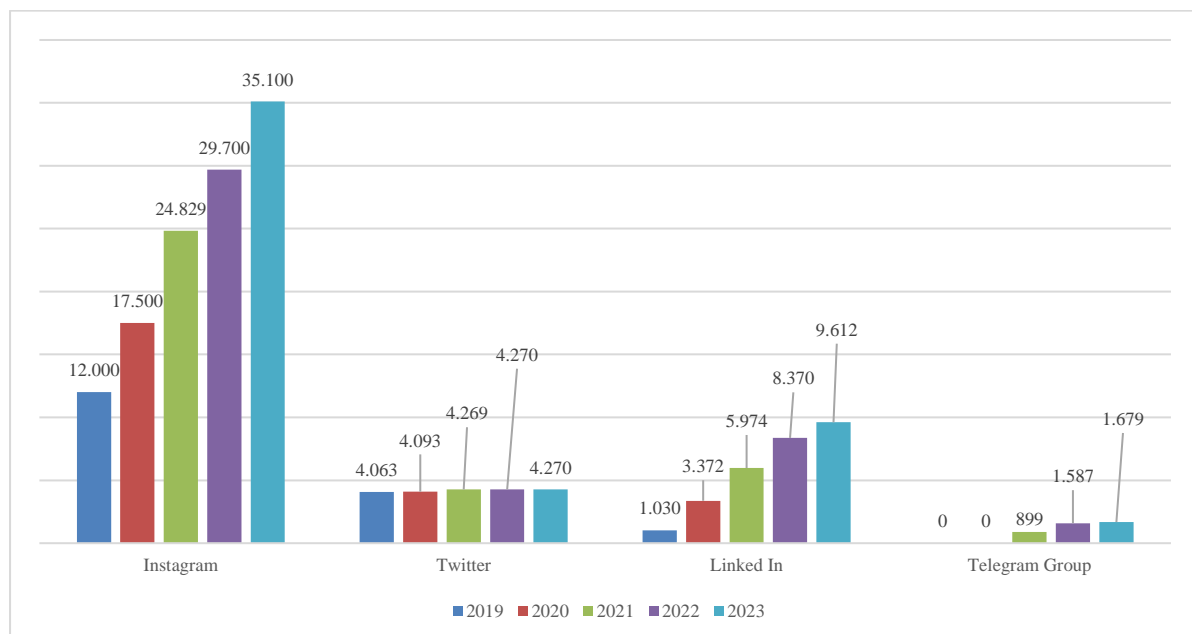
Outcome Analysis

a. Membership Services

CDA IPB facilitates IPB students and graduates to conduct job applications, career specialization assessments, training or webinar registrations, and access other career-related information online on the CDA IPB website with a membership system. This is done to maximize career service information and facilitate members exclusively. Career services are within the frame of information that prepares people to get to know themselves, and arrange and create life designs (Hidayati, 2015). The number of active members of CDA IPB is currently 57,101 members.

b. Career Service Information System

CDA IPB has a career service information system that functions to disseminate information about job vacancies, career preparation activities, entrepreneurship, and other career news. The utilization of different media makes individuals inclined toward the arrangement of shifted data, such as the utilization of media that requires numerous images, pictures, movies, recordings, colors, etc., so that it can pull in members intrigued in tuning in to the data given (Iffah & Pratiwi, 2013). As per the research by (Dwikurnaningsih & Adiputri, 2014), (Dami & Waluwandja, 2017), and Adyastri et al., (2021) assert that career information services play a role in career choice or there is a role between career information services and students' career choices. Publication of career information is done through several media, among others: (1) CDA IPB website: <http://cda.ipb.ac.id>; (2) Instagram: @cda_ipb; (3) FB Fanpage: CDA IPB; (4) Twitter: cda_ipb; (5) Line: @cda_ipb; (6) LinkedIn: CDA IPB; (7) Telegram Group: CDA IPB. In 2023 CDA social media experienced an increase such as Instagram, Twitter, and LinkedIn. The number of social media followers of CDA IPB from 2019-2023 can be seen in the following table.



Graph 1. Increase in the Number of Social Media Followers of CDA IPB from 2019-2023

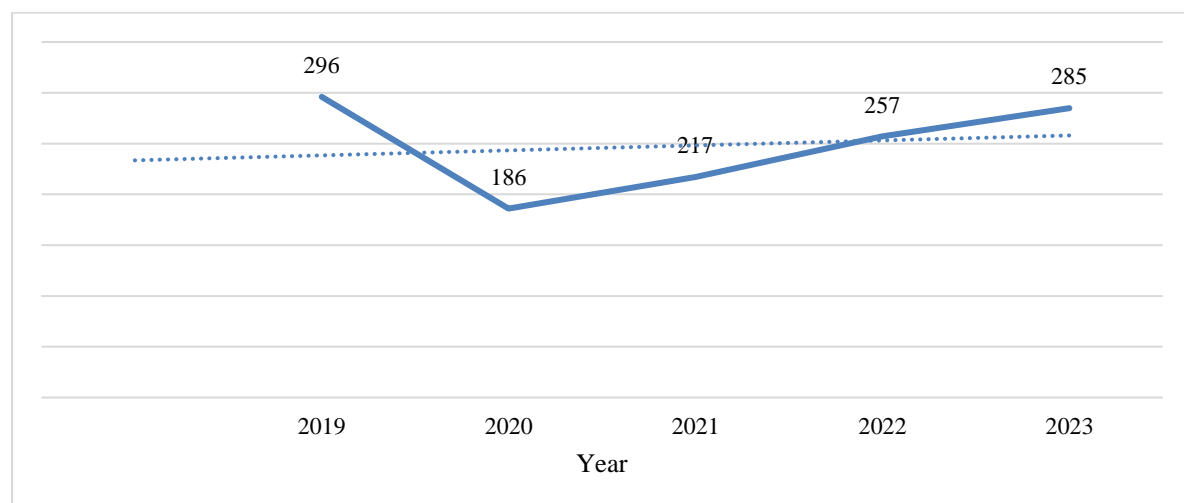
c. In Campus Recruitment & Job Vacancy Publication

Recruitment is important to attract potential members (employees) who meet the set qualifications or standards (Mardianto, 2014). CDA IPB seeks to facilitate companies that want to conduct recruitment at IPB, as well as facilitate IPB graduates to obtain employment. Therefore, CDA IPB implements several patterns of recruitment facilities, among others: (1) In Campus Recruitment, which is an activity facility for companies that want to specifically recruit graduates and carry out recruitment on the campus of IPB. (2) Publication of job vacancies, which is a job opportunity information system for job seekers through the website and social media of CDA IPB. (3) Recruitment of special pathways, which is a recruitment system for companies that want to find IPB graduates specifically and with certain qualifications. (4) Assessment, which is a selection system conducted by CDA IPB, so that companies receive candidates who have been selected. As (Sedarmayanti, 2017) indicates, selection can be used for the process of identifying and selecting members (employees) who meet specified qualifications.

Table 1 Number of Recruitment Cooperations with Companies that Need IPB Graduate Candidates in 2019-2023

Tahun	<i>In campus recruitment</i>	<i>Job Fair</i>	Info lowongan	Rekrutmen Jalur Khusus	Jumlah
2019	41	87	165	3	296
2020	17	74	94	3	186
2021	5	75	132	5	217
2022	17	80	155	5	257
2023	26	74	176	9	285

Companies that conduct recruitment cooperation at IPB tend to experience a downward trend from 2019 to 2023.



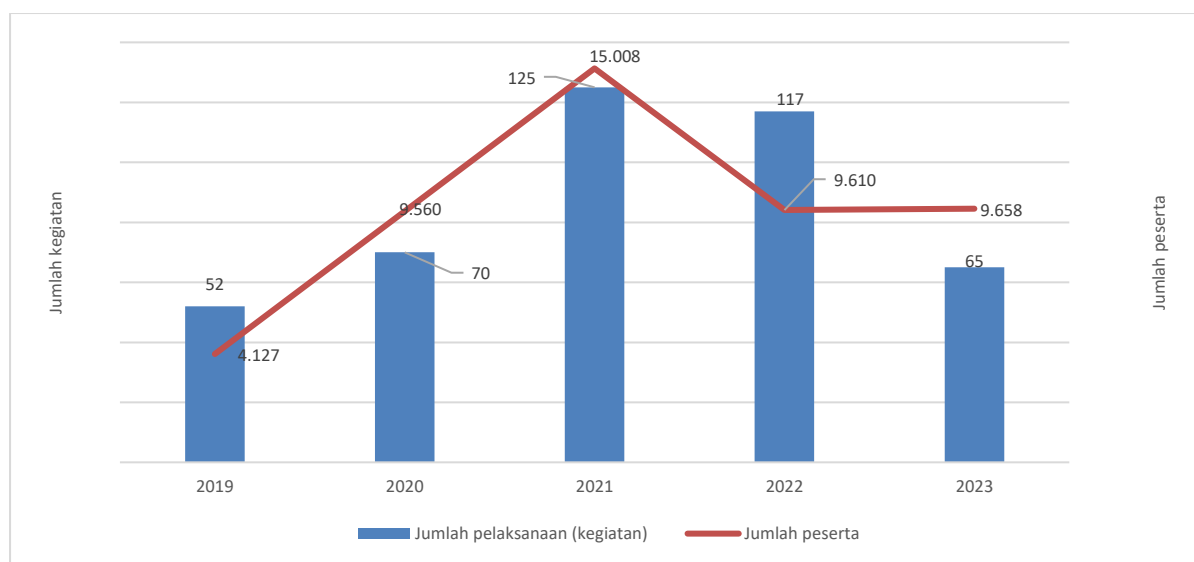
Graph 2. Number of Recruitment Cooperation with Companies that Need IPB Graduate Candidates in 2019-2023

If seen in Figure 2 above, the trendline of companies conducting recruitment cooperation is increasing, while the number of companies recruiting IPB graduates is decreasing from 2019 to 2020. This condition is predicted due to several things, among others: (1) The development of technology and information systems so that many large companies are expanding towards digitalization including portals for publishing candidate needs. Companies can utilize social media to directly publish their job vacancies. For example, a study by (Putra & Fahamsyah, 2021) showed that companies use the social media LinkedIn as a recruiting tool. This is because social media has advantages such as easy access for all groups, and its use is practical (Herdiyani, Barkah, Auliana, & Sukoco, 2022). (2) The pandemic in 2020 caused many companies to prepare for shifting or companies going out of business.

d. Career Training and Industrial Insight

Career planning training can improve students' understanding and skills in making career plans (Saputra, 2020). Industrial Insight is the sharing of information about career preparation by companies in collaboration with CDA IPB. Career Training is a series of career preparation training processes for students and graduates conducted by CDA itself or in collaboration with industry. Materials taught in career classes include: (1) Career preparation: Determination of career direction. Students are invited to recognize their potential and passion, and then develop it into a career. Personal branding. How students and graduates do personal branding both on social media and during the selection process. The application process (both online and offline) consists of making a CV, facing written tests (psychological tests, English, academic potential tests, etc.), facing interviews (HRD, user, and board of directors' interviews), focus group discussions or leaderless group discussions. (2) Professionalism: Professional habits in the world of work; Professional communication patterns in the world of work; and Self-management for workers.

The upward trend in the implementation of career training and industrial insight from 2019-2021 tends to increase, both in terms of the number of implementations and the number of participants who access or participate in the training.

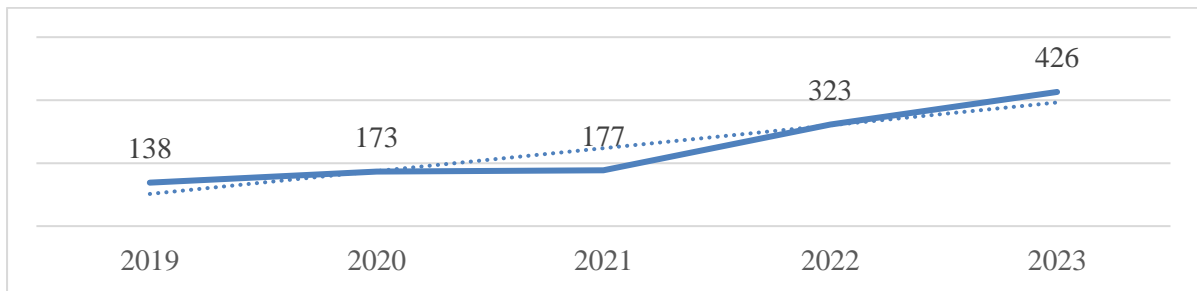


Graph 3. Increase in the number of activities and participants of Career Training & Industrial Insight 2019-2023

e. Career Consultation

Career planning is an effective means of increasing students' understanding of the career options available to them depending on their field of study (Winters, Wang, Duwel, Spudich, & Stanford, 2018), and one of these options is career consultation. CDA endeavors to supply career discussion offices for all students and graduates. This points to supplying comfort for students who have

issues and concerns approximately their careers. Interviews are carried out routinely with graduated class counselors and career professionals. The trend of students utilizing this office tends to extend.

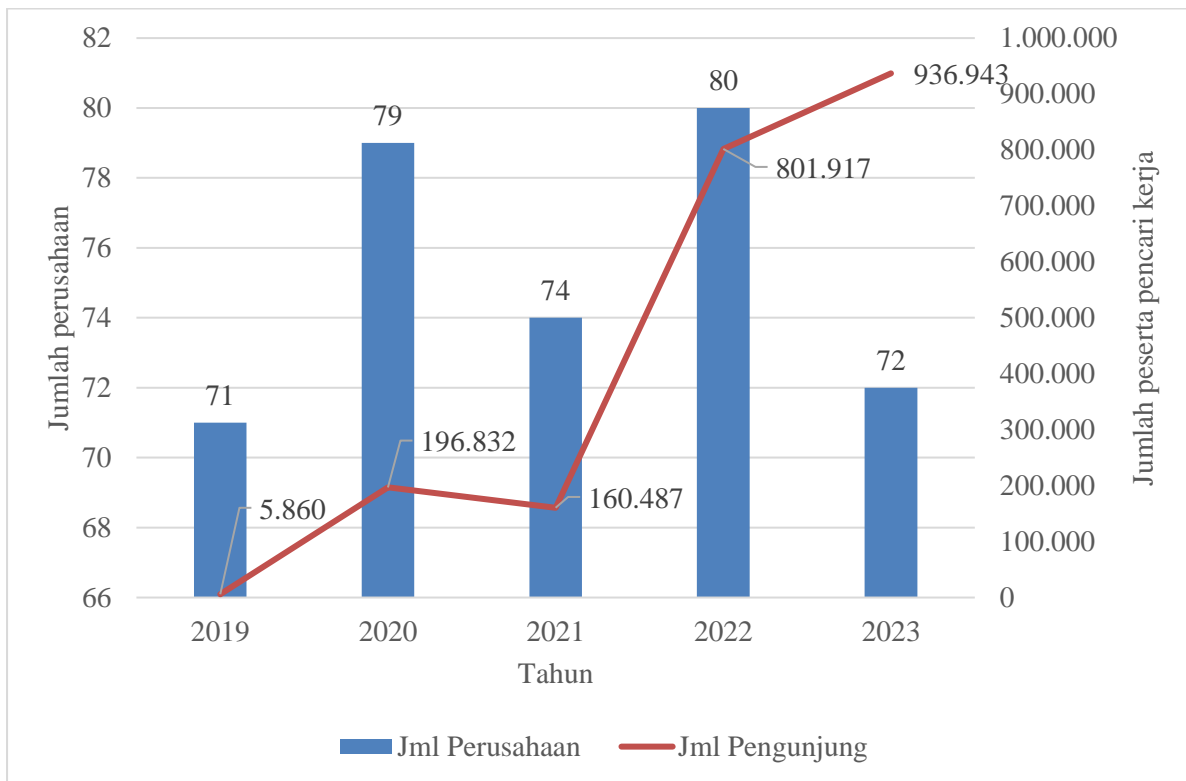


Graph 4. Increase in the Number of Students and Graduates Undergoing Career Consultation

f. Job Fair

A job fair is a show movement that brings together work searchers and work suppliers. As a rule, there are a few arrangements of exercises such as career expo, internship expo, scholarship expo, entrepreneurship expo, and company introductions. These exercises aim to encourage students and graduates to (1) Get occupations that suit their interface and skill; (2) Proceed their thinks about to the next level of instruction to get their dream career; (3) Create abilities and look for work involvement through proficient internship exercises in companies; and (4) Advance their commerce items.

When seen from 2019-2023, the number of companies taking an interest within the job fair tends to appear at a level trendline, and work searchers who take advantage of the job fair minute tend to extend. This can be anticipated due to a few outside variables, specifically the 2019 Covid widespread. On the one hand, since Covid 19, the execution of the job fair has been made virtual so that it draws in numerous guests from among work searchers.

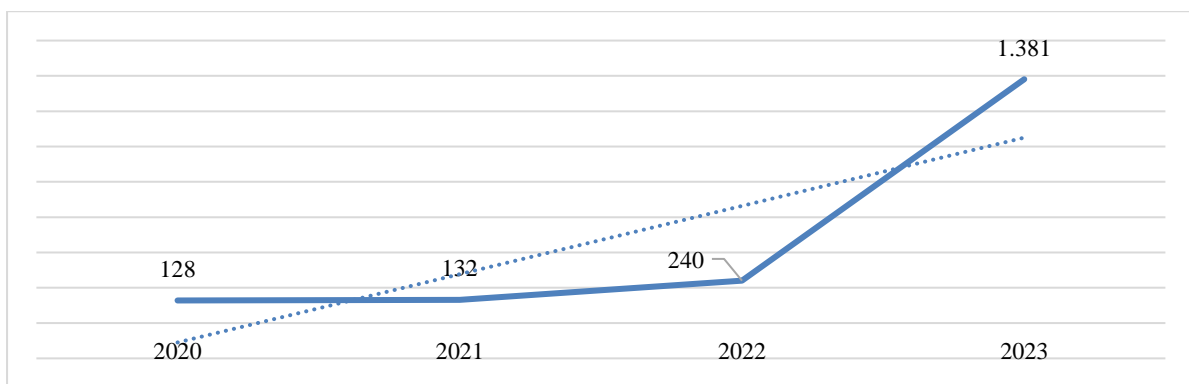


Graph 5. Increase in the Number of Visitors and Participating Companies at Job Fairs 2019 - 2023

g. Career Enrichment Program

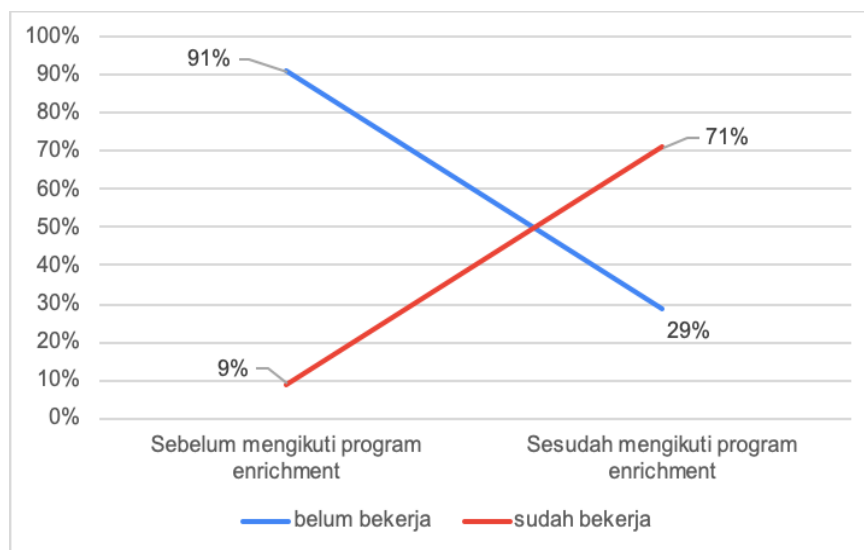
The career enrichment program could be a fortifying of the capacities of graduates who have not found work up to six months from the date of graduation. To begin with, members are given an appraisal of career inclinations and identity. From the comes about of the evaluation and surveying, which are at that point analyzed, a few career issues were found, including individual branding, cognitive, difficult abilities, delicate aptitudes, deciding career course, and English. So that in this enrichment program, it is built through different preparation plans that can increment this capacity. After going through the preparing handle, members are given the opportunity for mentoring and coaching to reinforce the fabric that has been gotten and apply it within the frame of the hone. The usage period for this enrichment movement is around three months.

In 2022, the enrichment program was created with the expansion of a topical enrichment program, which focuses on fortifying students' difficult abilities on difficult aptitude needs within the current and future times. Topical enrichment actualized incorporates IT engineer classes, information examiners, advanced promoting, and human assets. This enrichment program has been executed since 2020, with the proportion of expanding members seen within the taking-after figure.



Graph 6. Increase in the Number of Participants Taking Part in the Enrichment Program

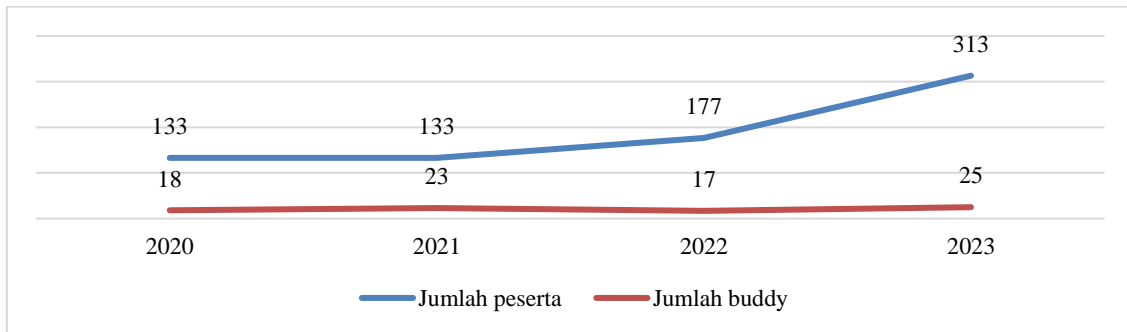
From the comes about of survey of enrichment program members in 2020 and 2021, sometime recently the enrichment program was actualized, most members 91% were unemployed, and as it were 9% were utilized. After 2 (two) enrichment program usage in 2020 and 2021, most members 71% had gotten employment and 29% were still trying to find employment.



Graph 7. Graph of Achievements of the Implementation of the Enrichment Program in 2020 – 2021

h. Career Buddy Program

The Career Buddy program may be a career help and mentoring program for graduated class who have had careers in different businesses to IPB students and graduates. The anticipated yield from the career buddy action is inner coaching from the IPB Graduated class to youngsters at the same IPB level. Members within the Career Buddy program from 2020 to 2023 can be seen within the taking-after chart.



Graph 8. Number of Career Buddy Program Participants 2020-2023

The 2020-2021 career buddy program was gone with 60% of members with understudy status and 40% of members with graduate status.

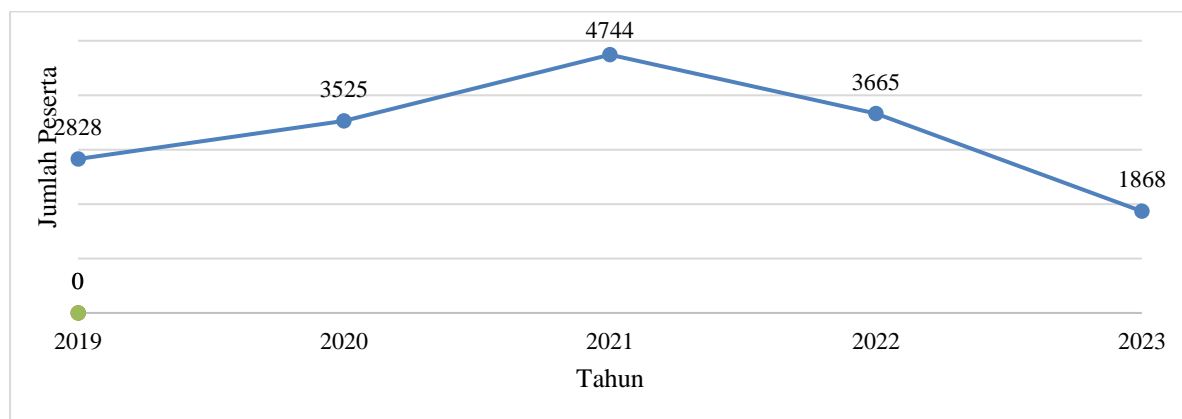


Figure 1. Career Buddy Program Members

Of the 40% of work searchers, 73% of members expressed that they got work after taking part in Career Buddy with the taking after holding up period dissemination. Calculated from the month of graduation, there were 43% of members who got a work for 1-3 months, 46% of members who got a work for 4-6 months, and 11% of members who got a work for 7-9 months. In the meantime, if calculated from the month of interest of members within the career buddy program, there were 4% of members who got work for less than 1 month, 71% of members got work for a period of 1-3 months and 25% of members got work for a period of 4-6 months, and 4% got work for 7-9 months.

i. Studium Generale Pre-Graduation

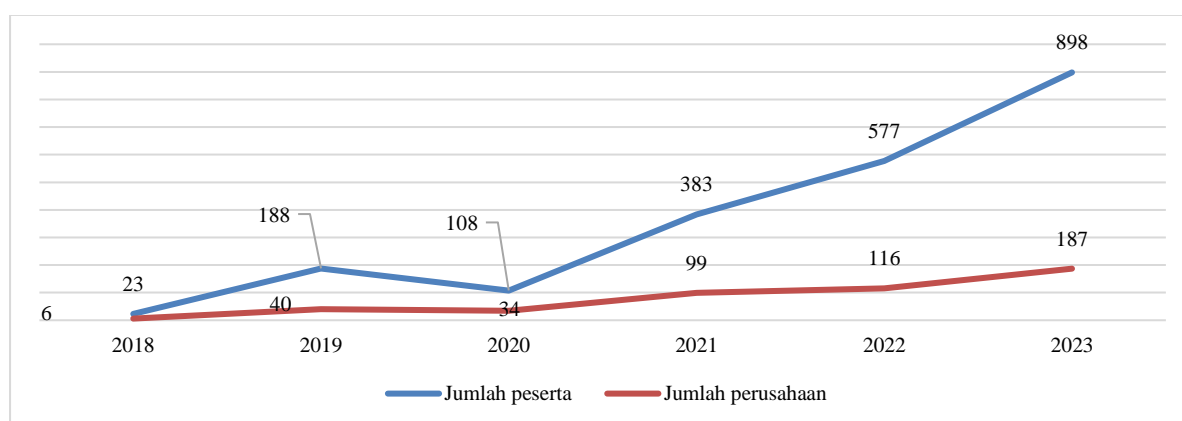
Inspiration and career knowledge after campus for planned graduates with speakers from graduated class who have had fruitful careers both within the proficient world and as businesspeople. The number of members within the Studium Generale pre-graduation from 2019-2023 tends to extend.



Graph 9. Increase in the Number of Participants in the General Studium Pre-Graduation 2019 – 2023

j. Internship Program

Through internships, students can learn approximately the world of work straightforwardly, subsequently making strides in their competence and picking up proficient involvement. It is trusted that assistants can ready themselves as superior and after graduating will have solid competitiveness. The trendline for the number of students has expanded from year to year, with the Merdeka Belajar Kampus Merdeka (MBKM) arrangement started by the Service of Instruction, Culture, inquire about, Innovation and Higher Instruction, hence expanding the sorts of internship programs. The accomplishment of the number of assistants from 2018 to 2023 can be seen in Graph 10.

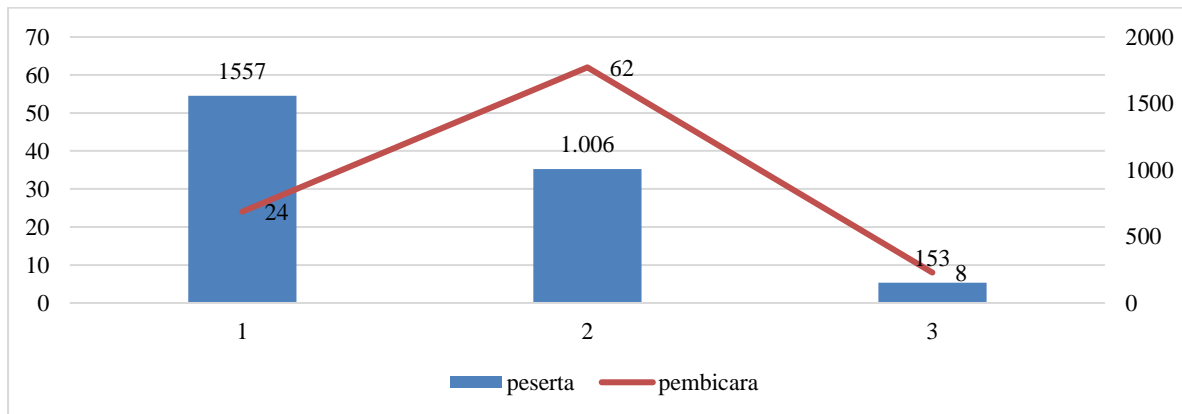


Graph 10. Increase in the Number of Student Internship Participants and Internship Provider Companies for IPB in 2018-2023

k. Career Faculties Roadshow

Inigorating career mindfulness for understudies from an early age so that they have more developed arrangements for early and middle-level understudies. This action is within the frame of workshops and conversation appears in each workforce with graduated class speakers from the staff.

Career resources roadshows have been held since 2021, and the number of members and speakers per year can be seen within the taking after chart.

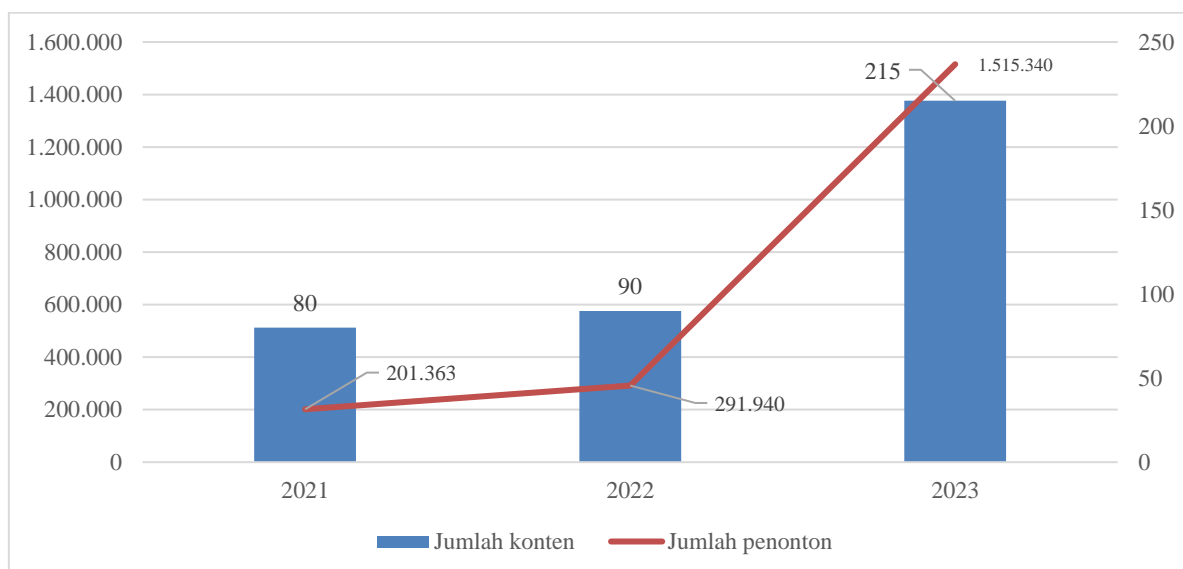


Graph 11. Number of participants and speakers at the career faculties roadshow

1. Career Studio

In this period, data will be more enormous on the off chance that conveyed through different social and advanced media. (Jones, Borgman, & Ulusoy, 2015) state that social media use may benefit from an increased awareness of relationships with users and an increased ability to reach larger audiences. The studio as a implies makes and spreads data about careers through social media. In fact, some of the most used social media platforms around the world include Facebook, WhatsApp, Instagram, and TikTok (Adyastri, Ernawati, & Wigunawati, 2021).

Social media has become one of the intermediate media/mediums for business communication on the internet, providing users with the opportunity to express themselves, be a forum for collaboration, share information, and communicate with other social media users (Nasrullah, 2015); (Setiadi, 2016). Social media stages utilized incorporate Instagram, YouTube, and Spotify. The data and messages conveyed are in the shape of recordings, brief movies, podcasts, or carousels.

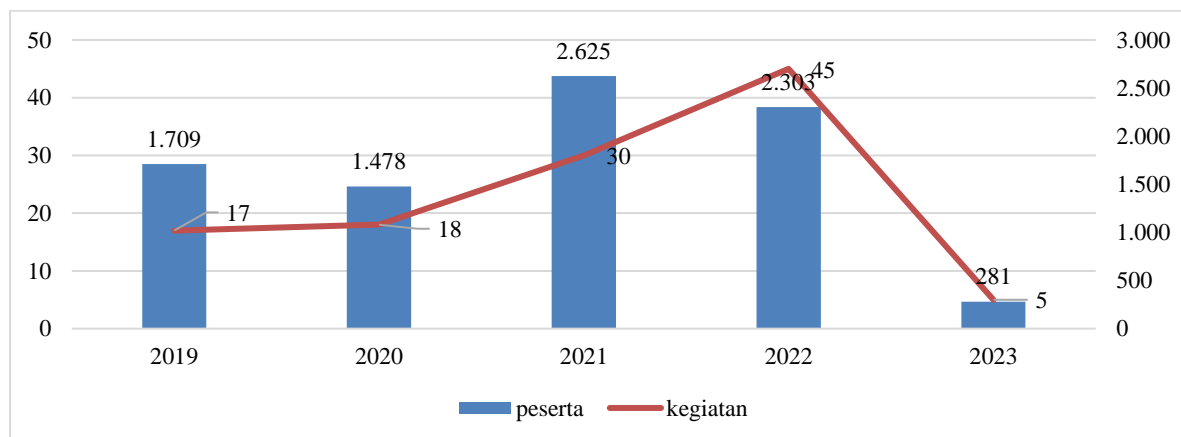


Graph 12. Number of substance and watchers of the career studio program

m. Career Preparation in Multinational Companies

Career Preparation in Multinational Companies may be a career arrangement for understudies and graduates who need to have a career in multinational companies. This arrangement of exercises incorporates: (1) sharing career bits of knowledge in multinational companies; (2) reenactment through

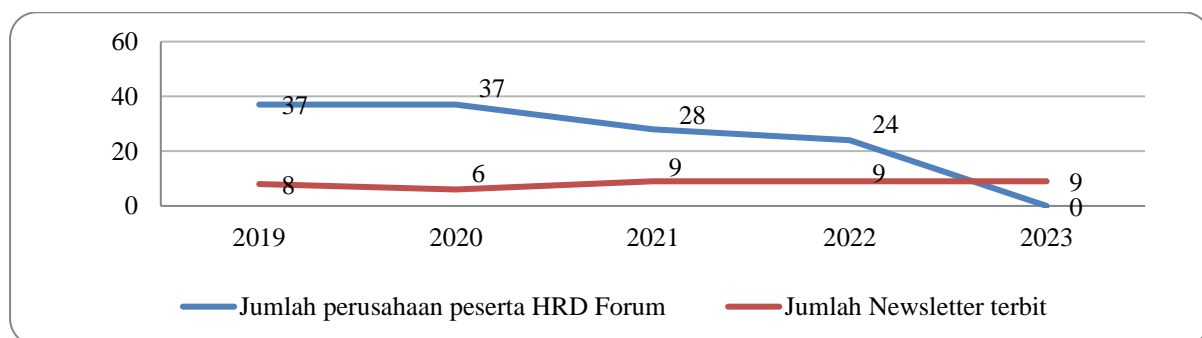
CV making and meet hones utilizing English as well as audits from specialists, as well as arrangement for the authority of an outside dialect (English) with TOEFL and IELTS certification.



Graph 13. Number of members and career planning exercises in multinational companies

n. Appreciation for Industrial Partners

To supply appreciation, build up agreeable connections, and decrease the gap between industry and campus, CDA gives a schedule approach to accomplices through the distribution of schedule bulletins and IPB HRD Gathering exercises. The pamphlet containing press discharges of CDA exercises is sent to Industrial Partners through broadcast mail and distributed on the site <http://cda.ipb.ac.id>. IPB HRD Gathering is an action that accumulates accomplices in a talk gathering to discuss employee capability needs besides the improvement of the period. The coming of the dialog will be utilized as a contemplation for program creation approaches. The trendline of appreciation activities for accomplices can be seen in Figure 15.



Graph 14. Trendline of Number of Accomplices Welcomed to the IPB HRD Gathering and CDA Bulletin Distribution

Program Development Strategy for PT IKU 1 Using SWOT Analysis

The level of success and effectiveness of the career development program organized by CDA will be analyzed using the SWOT method (Strengths, Weaknesses, Opportunities, Threats). Strength (internal strength factors), among others: (1) Innovation and systems that are increasingly developing; (2) Response and preference for student and graduate satisfaction towards high career development programs; (3) IPB has developed an independent learning curriculum; (4) Agricultural science clusters that will continue to be used throughout time; (5) IPB is in the state university cluster 1 according to the Ministry of Research, Technology, and Higher Education and is ranked 449th in the world according to the QS Ranking 2023.

Weaknesses (internal weakness factors), among others: (1) Limited resources in expanding cooperation for special pathway recruitment with special quotas; (2) There is no integration of

graduate/alumni data with the student portal so that it can record the preparation and career development of graduates from the first time they enter as IPB students; (3) There are still several weaknesses of IPB graduates obtained from industry testimonials regarding the competence of IPB graduates

Opportunities (external opportunity factors), among others: (1) Mc.Kinsey's prediction regarding the shift in profession types in 2030, there will be around 23 million jobs lost but replaced by 27-46 million new jobs with 10 million new job types (Weforum, 2021); (2) IPB is in the state university cluster 1 according to the Ministry of Research, Technology, and Higher Education and is ranked 449th in the world according to the QS Ranking 2023.

Threats (external threat factors), among others: (1) The beginning of changes in profession types due to various factors such as the Industrial Revolution, the COVID-19 pandemic, and the development of the era. This has led to high automation and innovation so that the types of work that were previously mostly done by humans are replaced by machines, artificial intelligence, robots, and the Internet of Things (IoT); (2) Very dynamic future challenges and increasingly high competitiveness of college graduates; (3) Determination of the IKU 1 PT assessment method in 2021 which uses the 1.2 UMR standard for new graduates (6 months after graduation) is considered a high standard for new graduates who work in areas with high UMR rates.

The strategies that can be carried out in the analysis using the SWOT method (Strengths, Weaknesses, Opportunities, Threats) are as follows Strengths-Opportunities (SO) Strategy, Weaknesses-Opportunities (WO) Strategy, Strengths-Threats (ST) Strategy, Weaknesses-Threats (WT) Strategy. SO Strategy, among others: (1) Make focused on preparing programs that suit the wants of understudies at levels 1, 2, 3, and 4 as well as graduates; (2) Proceed to preserve existing programs, with an act of spontaneity concurring with the level of needs and inclinations of members; (3) Outline future career openings for IPB graduates; (4) Make a career manual for understudies that can be a reference for understudy self-development in planning for their careers.

WO Strategy, among others: (1) Make a participation improvement technique to grow the retention of graduates in uncommon enlistment plans; (2) Maximize the IPB HRD Gathering for enrollment participation yields on thinking about programs at IPB; (3) Coordinated information with the understudy entrance so that it can record the interface and abilities of each understudy at the start of addresses and carry out career arrangement coaching clustering based on understudy intrigued and ability clusters; (4) Optimize the career buddy program and create programs by growing graduated class inclusion in progressing understudy abilities for career planning.

ST Strategy, among others: (1) Intermittent assessment of the program that's measured by the crevice between future needs and graduate competency profiles so that program improvement can be centered on graduate competitiveness in the future; (2) Creating a preparing design that proceeds with coordinating the enrollment of companies that collaborate within the CDA preparing program. (improvement of IVF institute exercises, with coordinated enlistment of preparing members).

WT Strategy, among others: (1) The four greatest shortcomings of IPB graduates complained about by companies incorporate the need for self-confidence by 22.6%, communication by 15.2%, dependability by 14%, and administration aptitudes by 12.8%. These shortcomings must be suited particularly through the preparing handle beginning from the early a long time of understudies so that unused propensities develop that can energize the advancement of delicate aptitudes; (2) Emphasizing schedule preparing programs and enhancement on individual branding strategies, with the trust of shortening the holding up period for graduates and expanding the compensation procurement rate of modern graduates so that they can meet the IKU 1 standardization criteria.

Career Preparation Program Strategy Model to Improve IKU Ranking 1 of 2 (Two) Approaches for Students and Companies Utilizing Graduates

From the comes about of the examination of qualities, shortcomings, openings, and dangers utilizing the SWOT strategy and the techniques decided with the relationship between SO, WO, ST, and WT, it is essential to form a career planning direct demonstrate for understudies and graduates in

common through a two-sided approach, to be specific students/graduates (what understudies ought to do) and graduate clients (moving forward offices from CDA to decrease the hole between company needs and graduate profiles).

a. First Year

Self-exploration activities are carried out within the, to begin with year, where self-exploration has a few advancement programs that must be carried out by CDA, specifically: (1) Showing numerous client companies and graduated classes to supply understanding and information of post-campus careers (actualized); (2) Conducting normal staff roadshows to understudies (actualized); (3) Integration with the understudy entrance (not however executed); (4) Conducting large-scale career inclinations appraisals to understudies as a thought for growing enlistment participation and actualizing preparing (actualized). Self-exploration exercises have three movements that come about as follows: (1) Having post-campus knowledge; (2) Being able to set career objectives; (3) Investigating exercises and organizations that can improve portfolios and encounters, which are important to career objectives.

b. Second Year

The course assurance action is carried out within the moment year, where the course assurance movement has a few advancement programs that must be carried out by CDA, specifically: (1) Extension of internship participation (actualized); (2) Enrollment of buddies/mentors to reinforce the career buddy program & extend organizing for understudies (executed); (3) Displaying numerous companies that give an assortment of work alternatives for IPB graduates and giving information almost opportunities and career levels in the company (executed); (4) Handling yearly tracer ponder information on the most recent work openings that suit consider programs - think about programs at IPB to be utilized as contemplations for training/coaching and mechanical understanding (not however actualized).

The course assurance movement has five actions comes about as takes after: (1) Building connections with guides and getting career improvement references from coaches; (2) Having a post-campus vision and more point-by-point arrangement for individual branding and extending connections; (3) Being able to decide career choices based on their interests and aptitude possibilities; (4) Being effectively included in organizations that back their career vision; (5) Doing individual branding (both within the advanced and non-digital universes).

c. Third Year

Individual branding exercises are carried out within the third year, where individual branding exercises have a few enhancement programs that must be carried out by CDA, specifically: (1) Obliging more hard expertise preparing that's pertinent to the advancement of the period (executed); (2) Utilization and advancement of learning materials to make strides in delicate abilities (executed); (3) Presenting numerous client companies and graduated classes to supply knowledge and information about post-campus careers (executed); (4) Uncommon preparation on the utilization of social media (particularly Connected In for organizing) (executed).

Individual branding exercises have four movements that follow: (1) Able to create difficult abilities and delicate abilities that are pertinent to each career choice; (2) Building connections with tutors and getting career advancement references from guides that are significant to their career objectives; (3) Effectively included in organizations that back their career vision and distribute individual portfolios through computerized impressions agreeing to their career targets; (4) Having English dialect aptitudes and demonstrated by certification.

d. Fourth Year

Recreation and hone exercises are carried out within the fourth year, where reenactment and hone exercises have a few change programs that must be carried out by CDA, namely: (1) Help with

internships and extraordinary enrollment for last year's understudies (actualized); (2) Expanding career arrangement exercises to extend English capacity (TOEFL/IELTS hone, career planning reenactment in English) (executed); (3) Fortifying individual branding through social media and within the choice preparing and focusing on company targets (implemented); (4) Growing certification participation with the Proficient Certification Organized (not however actualized).

Recreation and hone exercises have four actions comes about as follows: (1) Having proficient behavior as an arrangement for entering the world of work; (2) Fortifying English certification scores to reach the lowest level in target companies; (3) Having competency certification for difficult aptitudes had; (4) Individual branding on foreordained career choices.

e. Graduation year

Competitive exercises are carried out within the year of graduation, where competitive exercises have a few enhancement programs that must be carried out by CDA, specifically: (1) Extension of work openings that oblige think about programs at IPB (actualized); (2) Building systems and fortifying participation with companies giving business (executed); (3) Keeping up and upgrading data frameworks that bring together work searchers with work suppliers (actualized). Competitive exercises have three movements comes about as follows: (1) Competitive graduates; (2) Passing the determination for work positions and companies concurring to their interests and aptitudes; (3) Deciding the following career way.

The comes about of exercises that have been carried out, in this case, require support and usage overhauls. Be that as it may, exercises that have not been carried out still have to be carried out.

CONCLUSION

CDA programs that have been running effectively with several parameters, namely (1) 82.6% experienced an increase in growth when viewed in terms of the number of users and the number of activities; (2) The competence of IPB graduates in a career in the industry has increased, as seen from the distribution of employment status in the 2019-2021 graduate year of more than 60% for undergraduate and more than 50% for vocational. As well as the growth of salary acquisition in the first job of 6.96% in undergraduate and 4.89% in vocational; (3) Based on a survey conducted by CDA on students and graduates, 100% of respondents considered CDA programs to have been useful, 91% thought the program was right on target, and 63% expressed satisfaction with the program facilities that had been running.

The results of the analysis, which show declining growth include: (1) The number of general stadium participants amounted to -3.135%, this was possible because the general stadium schedule clashed with the faculty graduation schedule. The number of Faculties Roadshow participants amounted to -5.62% and career preparation in multinational companies amounted to -312.68%, it was possible because the implementation was offline so that participants decreased. Meanwhile, the number of companies appreciating partners through the HRD Forum decreased by -9.65% due to budget constraints in inviting companies; (2) Based on the results of the tracer study, the decrease in the waiting period for job acquisition was less than 6 months for undergraduate graduates in 2020 by -2.71% and vocational -8.175%. This was caused by the Covid 19 pandemic which caused many companies to restructure their businesses and patterns of HR needs.

Identification results derived from annual program achievements, tracer studies, and questionnaires to students, graduates, and users found strengths, weaknesses, opportunities, and threats to career preparation programs. The dominant program has been running effectively and on target, and a new strategy is needed to improve the program in achieving the set goals, namely increasing IKU 1 PT, namely (1) At level 1, students are given a type of "self-exploration" program, so that students have post-campus career awareness and can explore their interests and talents; (2) At level 2, students are stimulated to be able to "determine career direction", so that they can focus on activities that increase the capacity of their hard skills and soft skills on predetermined career targets; (3) At level 3, students

strengthen the skills that are the focus of their career interests, and are able to do “personal branding” to publicize their interests and abilities; (4) At level 4, students are encouraged to do “practice and simulation” to form a professional attitude, utilize the skills they have and have practical work experience through various work simulation activities such as internships, freelance, projects, and so on; (5) After graduation, graduates are ready with “competitiveness” for the skills/expertises and experiences/experiences that have been formed during levels 1, 2, 3 & 4.

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