

# DEVELOPMENT STRATEGY TRACER STUDY 2016

## BUDI LUHUR UNIVERSITY

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### BACKGROUND

One indicator of the success of Budi Luhur University is to produce graduates who are high quality and relevant to the needs of the labor market, where this aspect is one of which can be measured through tracer study. Tracer study is a study that aims to determine the transition of graduates from the campus to the world of work and analyze the competencies acquired during the study and application in the world of work. Since 2012 this has been done centrally at the university level and be carried out regularly every year by Budi Luhur University Career Center.

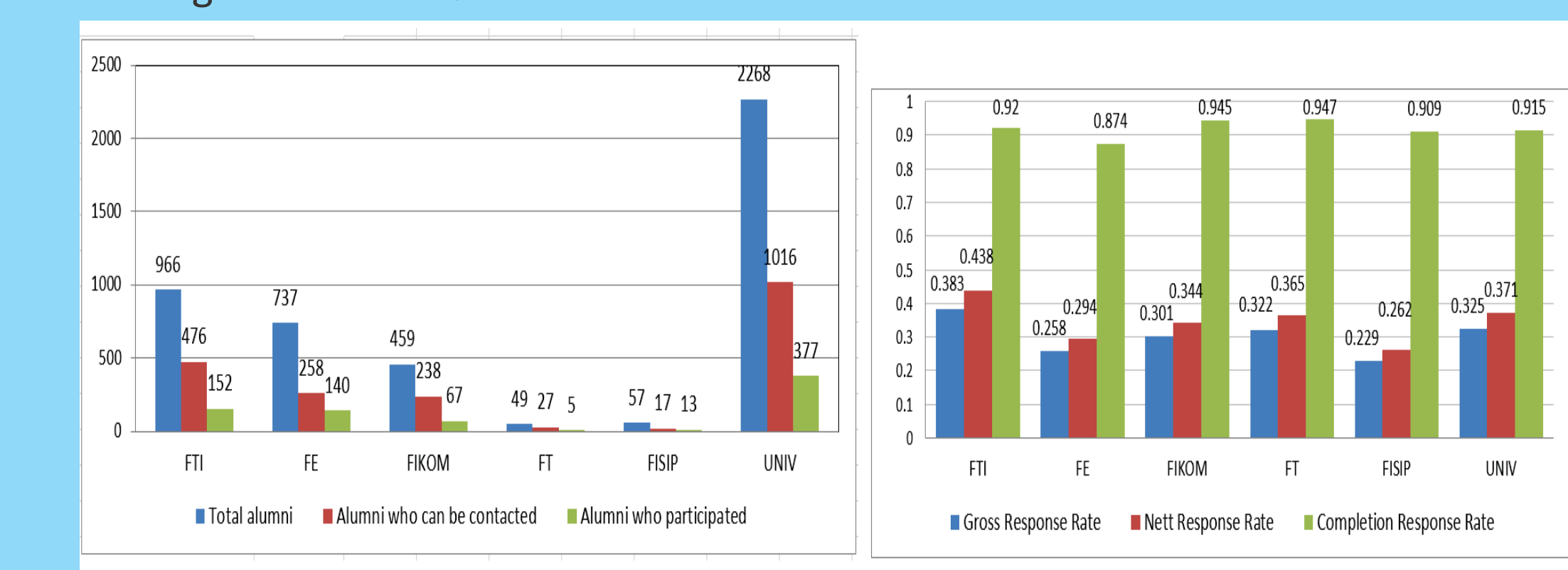
### METHODOLOGY

This activity uses census study design, in which the entire population of Budi Luhur University graduate in 2014 will be the respondent. Instruments tracer study uses DIKTI standard questionnaire filled out by alumni online through <http://tracer.budiluhur.ac.id> page. Publication tracer study conducted via the website, email, Facebook, Twitter, blog, SMS, BlackBerry Messenger, and WhatsApp. Every Monday the alumni will be sent an email invitation to fill out questionnaires tracer study, if not filled, Wednesday will be sent SMS Alumni tracer fill out a questionnaire, if not filled, on Friday the alumni will be sent an email invitation to fill out questionnaires tracer study. Graduates who do not participate will be contacted directly by phone, then do recollecting twice and as the top activities, activities of the alumni gathering. Source of funding the implementation of the tracer study came from PKTS grants 2016 and Budi Luhur University.

### RESULTS AND DISCUSSION

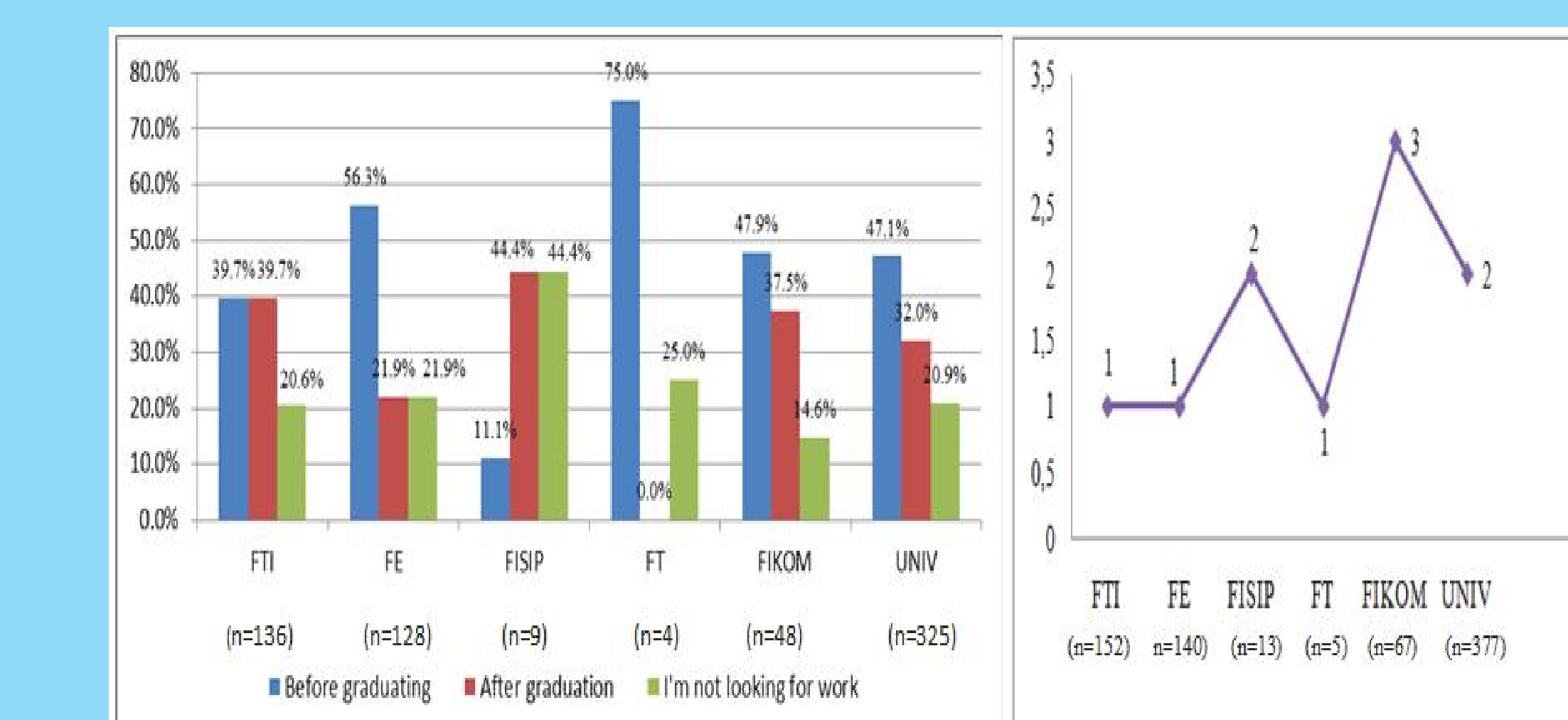
#### a. Graduate Profile and Response Rate

Tracer study 2016 respondents took Budi Luhur University graduate in 2014 with a number of alumni 2668, with a response rate value has not hit the target at least 30%.



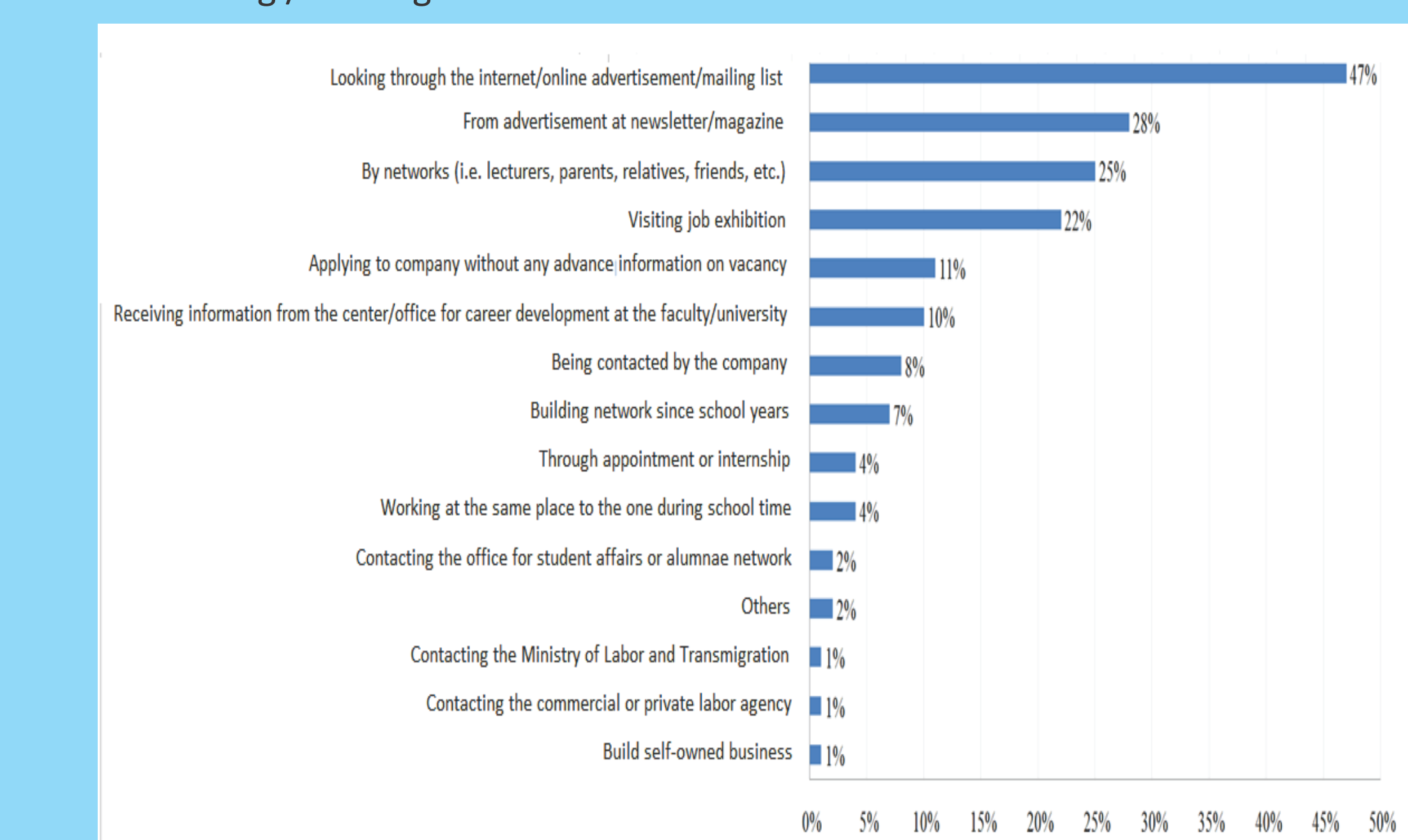
#### b. Starting time Looking for Job

There are 47.1% of alumni have started looking for a job before graduation, and 32.0% of alumni have started looking for a job after graduation, and only 20.9% are not looking for a job with the time it takes graduates to start looking for a job is two months.



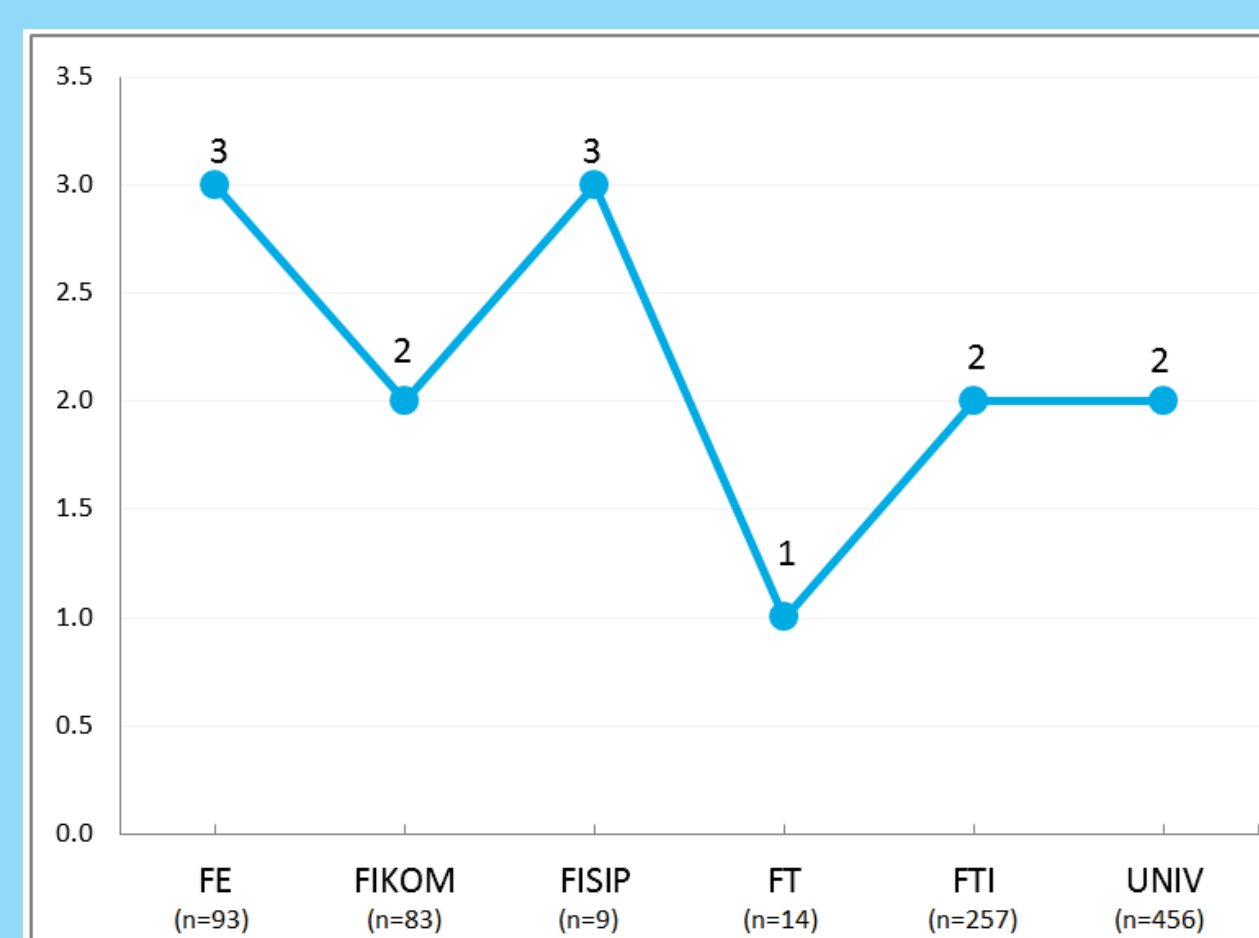
#### c. How to Search for Jobs

The majority of graduates are looking for job via the Internet / online advertising / mailing lists.



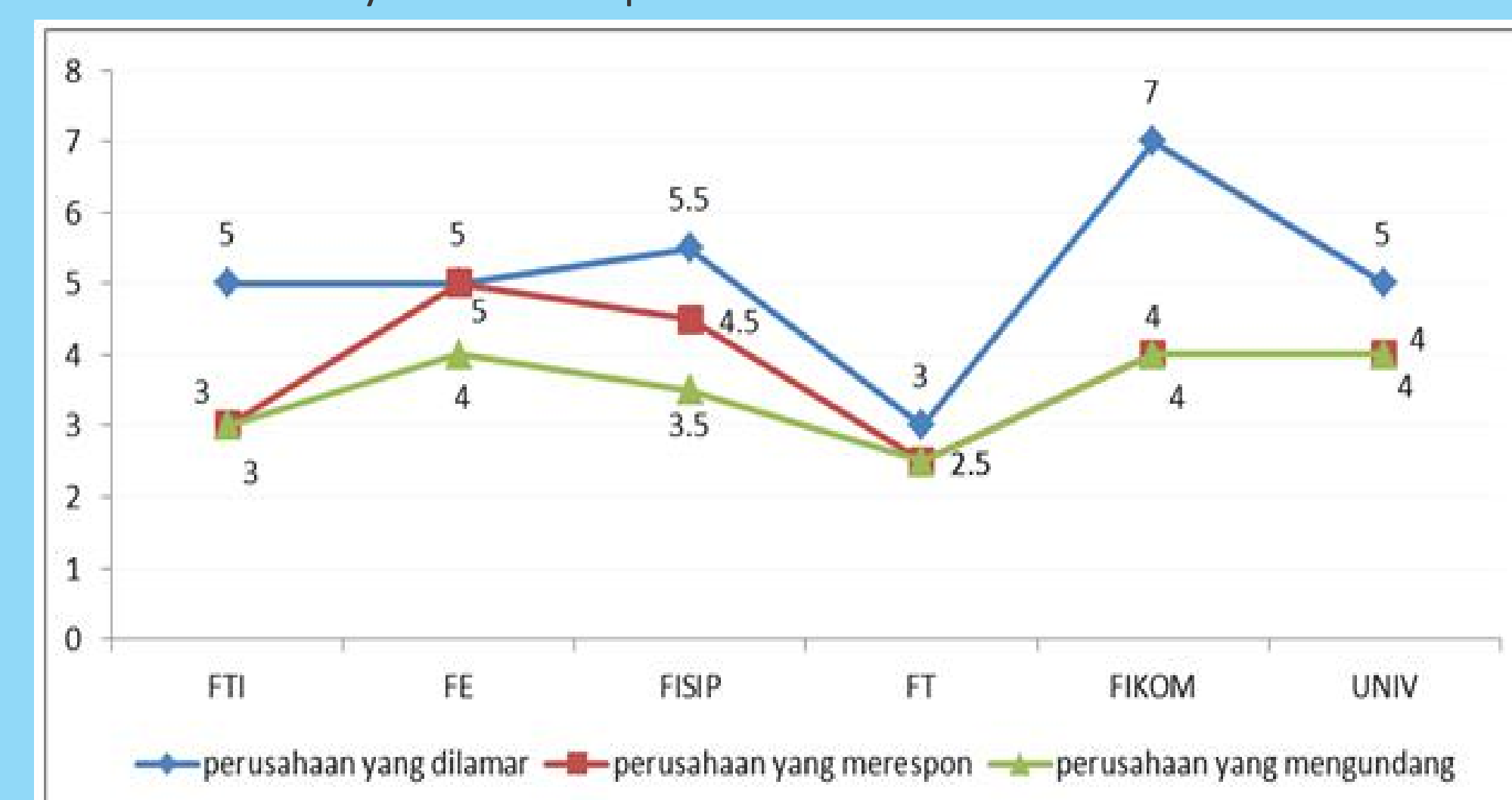
#### d. The First Time Employee get jobs

The graduates take two months to get the first job.



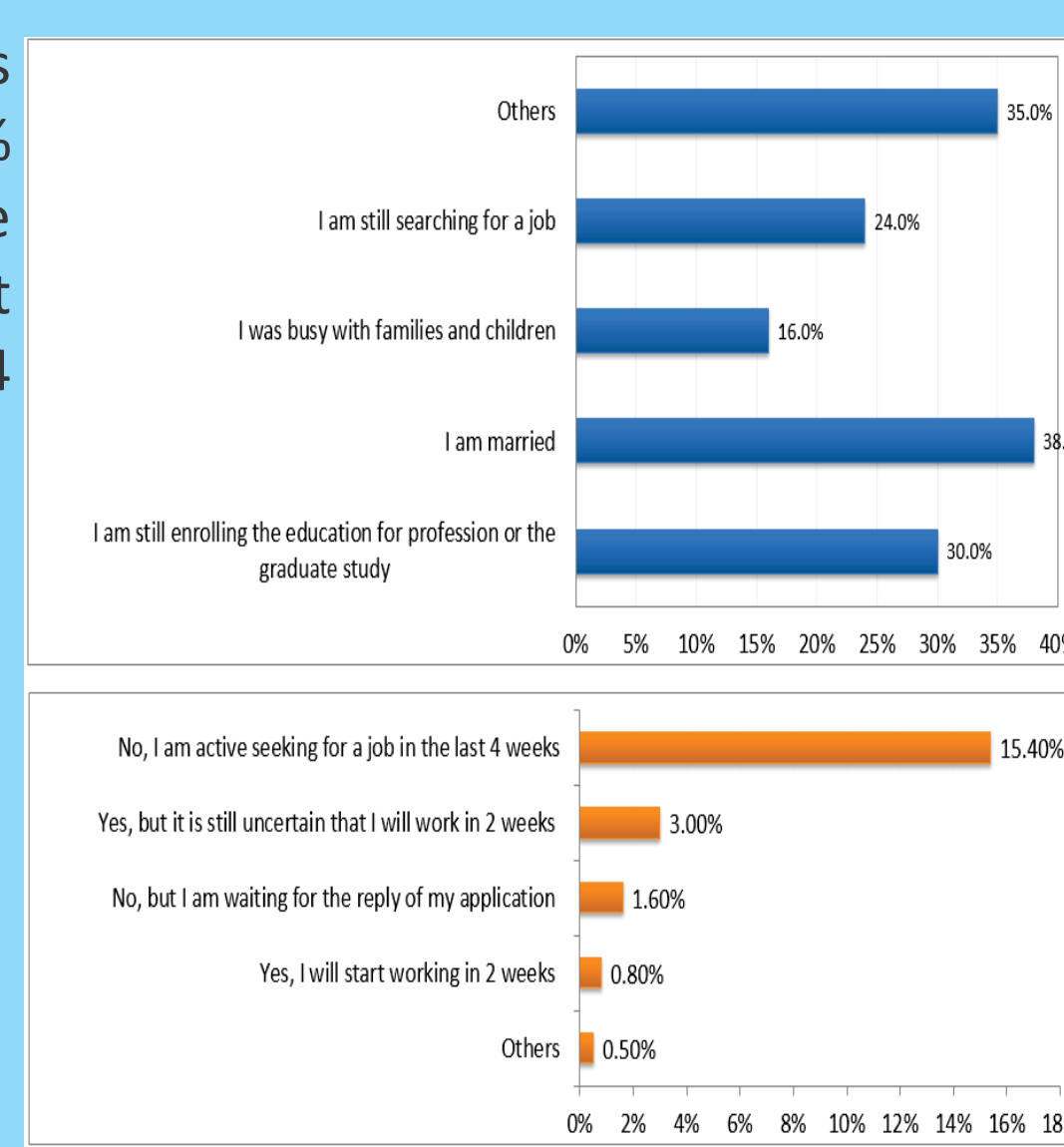
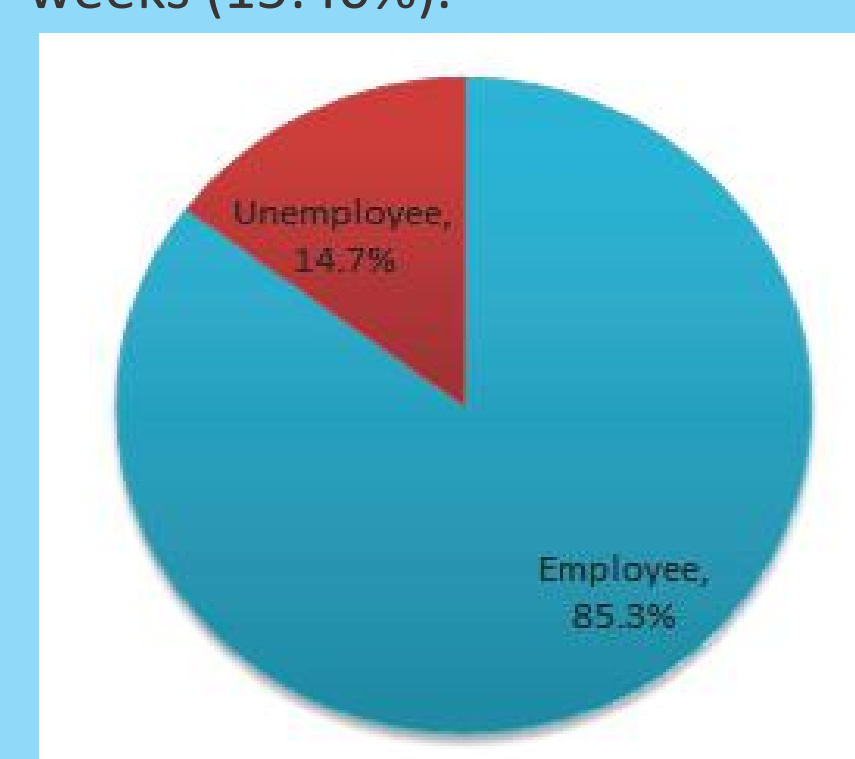
#### e. The number companies are applied, Responding Application, Invited to interview

The number of companies are already alumni of applying before gaining a first job as much as 5 companies by the number of companies that responded to cover as many as four companies and the number of companies were invited to interview as many as four companies.



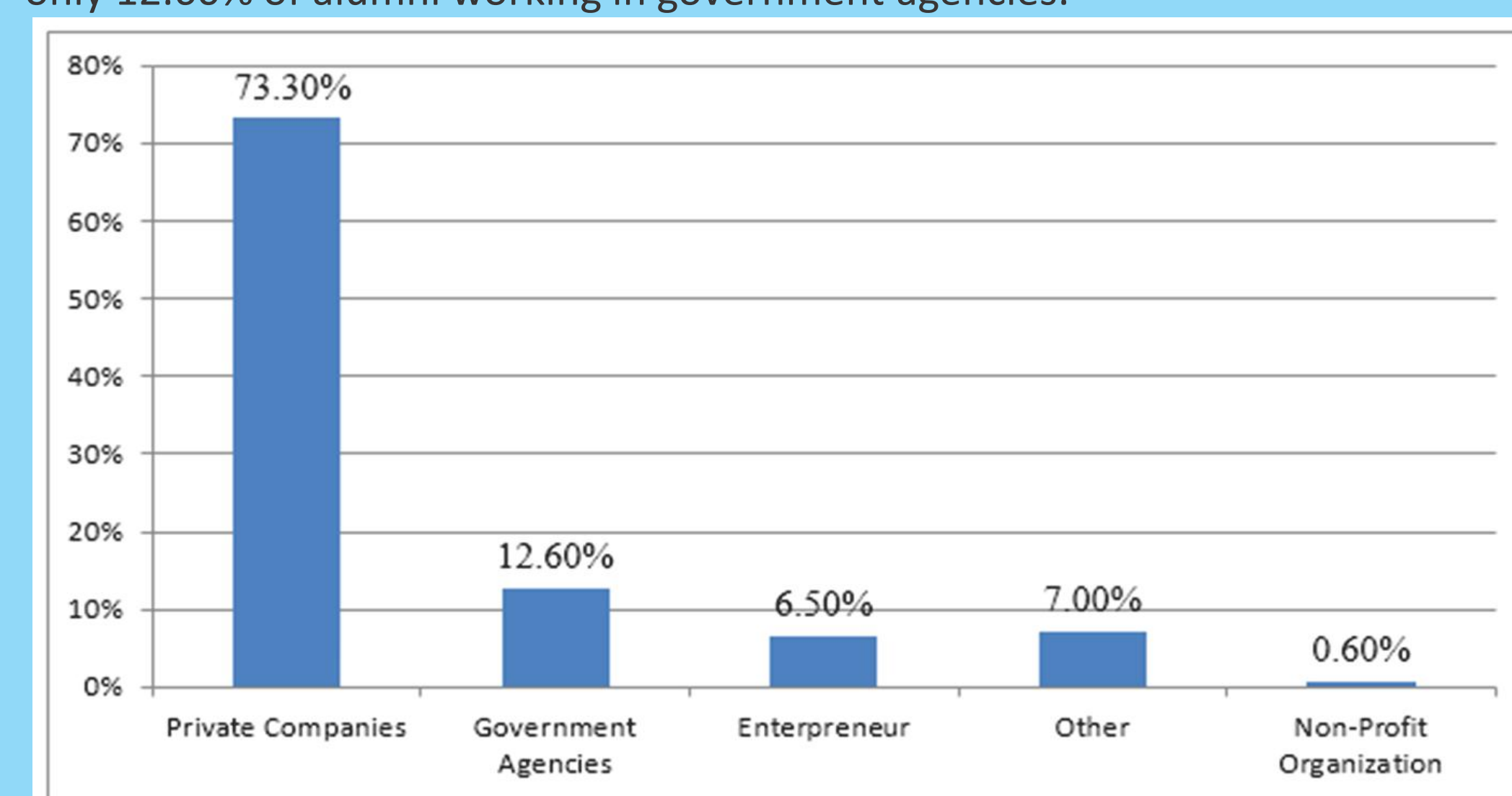
#### i. Working Status

The majority 85.3% of 2014 graduates are currently working and rest 14.7% did not work the grounds reason were married (38.0%), but they are not actively looking for a job in the past 4 weeks (15.40%).



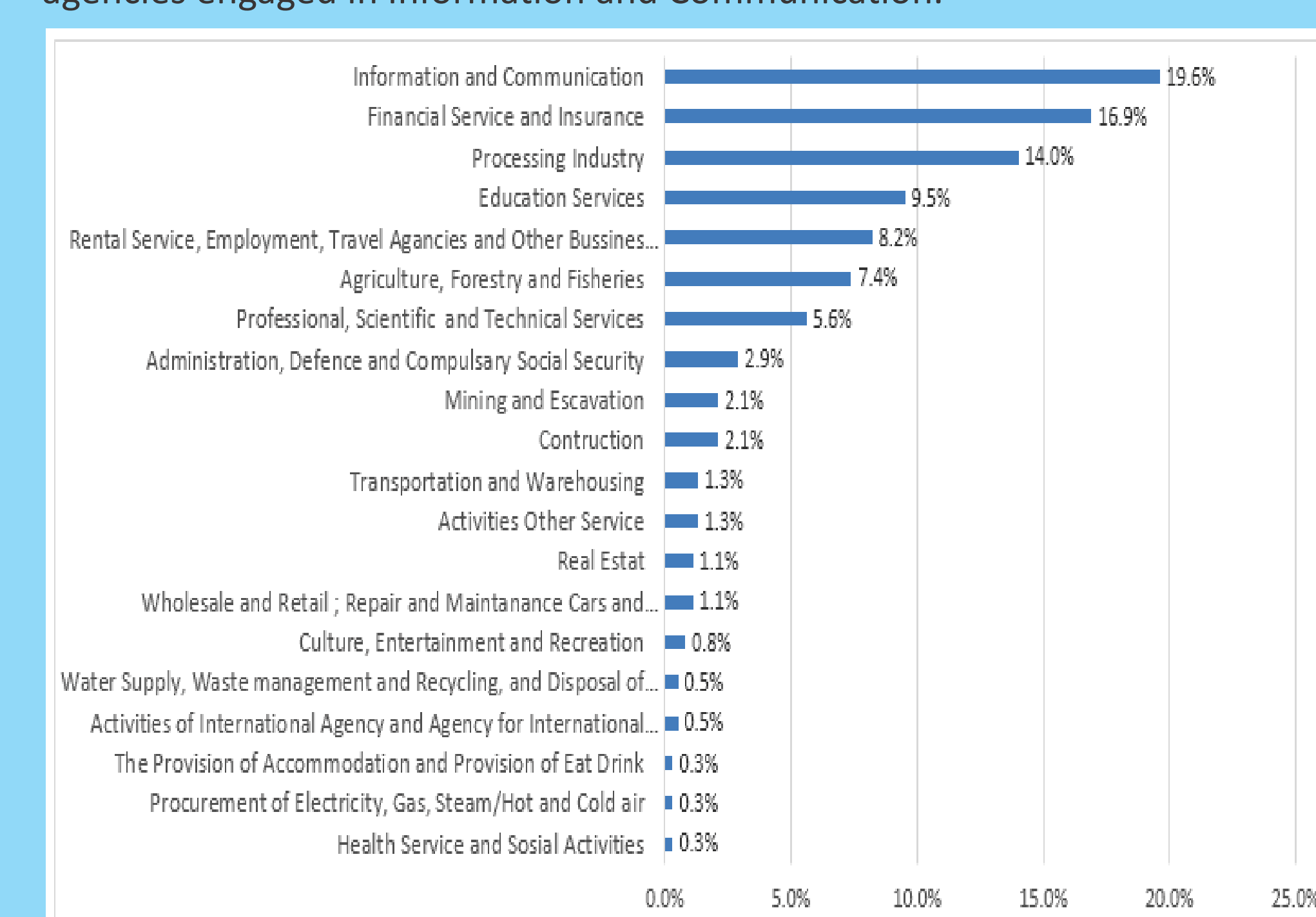
#### j. Type of Companies / Agencies / Institution Working Place

The majority of alumni 73.30% are currently working in a private company and only 12.60% of alumni working in government agencies.



#### k. Line of Work of Companies / Agencies / Institution Working Place

There are 19.6% of alumni currently working in companies / institutions / agencies engaged in Information and Communication.



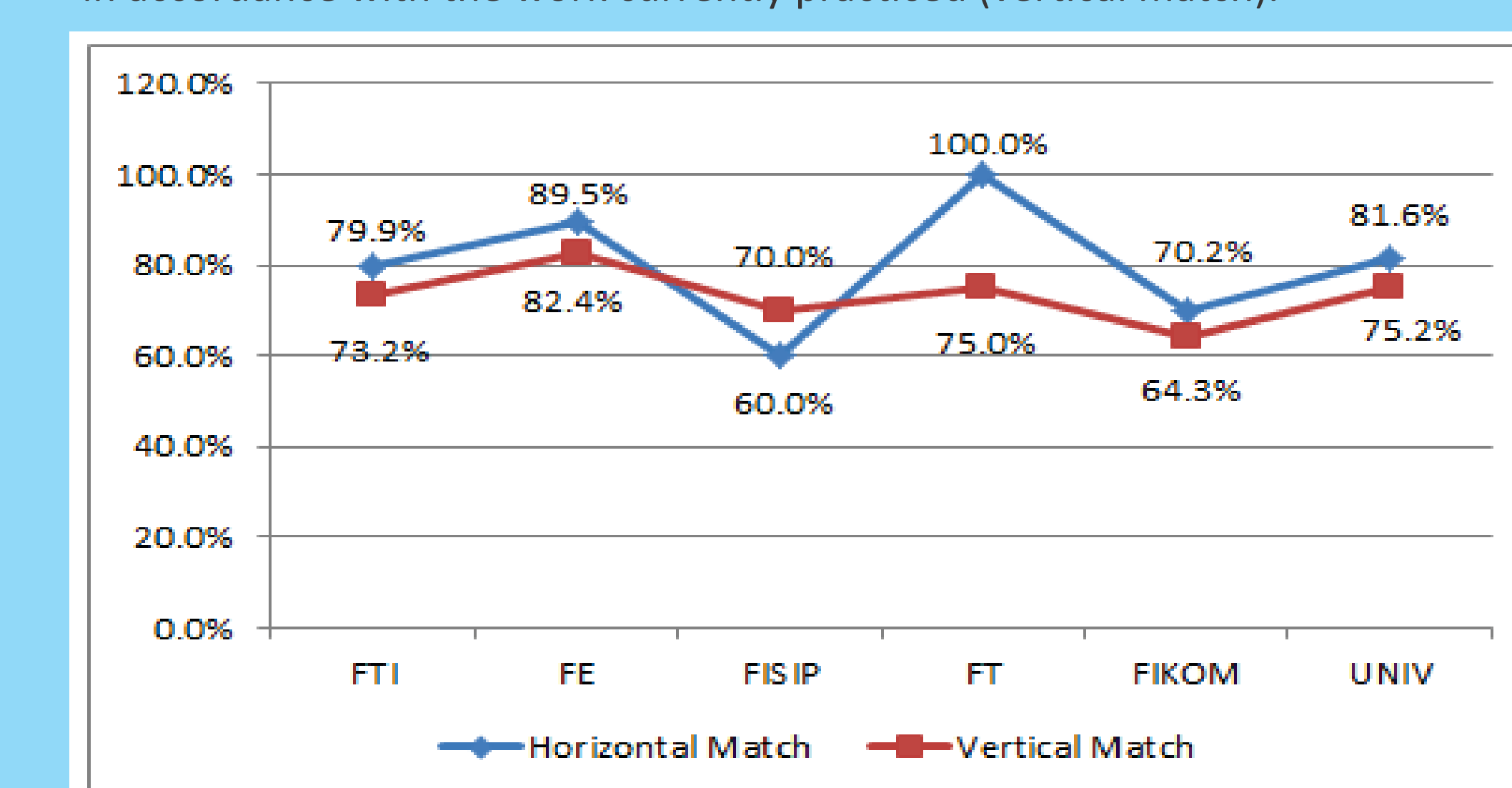
#### l. Revenue Per Month

Values of alumni IDR 4.299.300 monthly income, this income includes the main income, overtime and tips as well as other income.



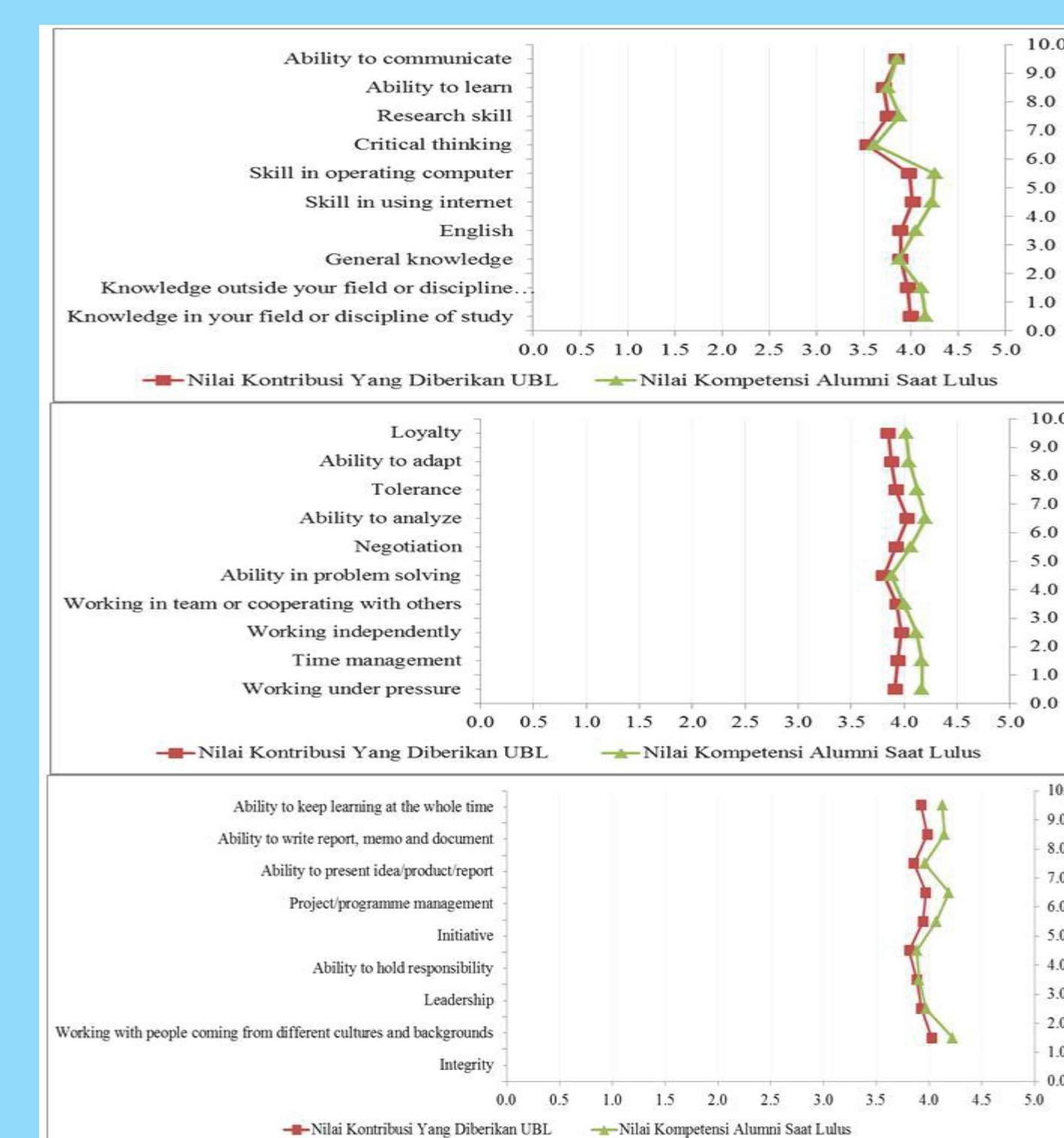
#### m. Horizontal and Vertical Match

There is 81.6% field of study has close links with the work of alumni currently occupied (horizontal match), and there is a 75.2% level of education graduates in accordance with the work currently practiced (vertical match).



#### m. Competence

Type the highest competence held by the alumni at graduation is Internet skills, while the type of contribution Budi Luhur University in terms of the highest competence is to work in a team / collaboration with others.



#### n. Alumni Gathering

UBL organizes the alumni gathering on October 30, 2016



### CONCLUSION

- The participation rate of alumni (net response) in a tracer study activity of 19.1%, so it still needs some improvement among alumni database is up to date.
- The time takes 2 months to get a first job first with the majority of graduates looking for work via the Internet / online advertising / mailing lists.
- Budi Luhur University in general has a good competence to alumni to compete in the job market.
- In terms of competence, the average contribution made by UBL is still below the average of competence controlled by alumni, so should be concerned by UBL to increase it.
- There needs to be supported from the academic community to raise awareness of alumni to participate in activities tracer study.