

## **TRACER STUDY FOR MASTER OF MANAGEMENT GRADUATES UNIVERSITAS TERBUKA MEDAN**

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### **Abstract**

The aim of this tracer study is to find out how the learning process of postgraduate students at Universitas Terbuka Medan, Masters in Management study program is, this is important because it is an effort to improve the quality of learning and services to students and the impact after completing postgraduate education at UT. Data collection was carried out using a survey method by distributing questionnaires to alumni online. The results of the data obtained are that the reason for registering at UT is because they didn't need to leave their work, after completing their education it doesn't have an impact on promotion but they get a salary increase or additional salary, teaching and learning aspects are widely applied in the workplace and have an impact on increasing knowledge and skills and changing attitudes. This is in accordance with the opinion of superiors where there is an increase in work in terms of personal development, leadership, contribution to the institution.

Keywords: Increasing Knowledge and Skills, Job Promotion, Master of Management Graduates, Tracer Study, Universitas Terbuka Medan

### **1 INTRODUCTION**

The Master of Management Program is one of the Six Master's Programs offered by Universitas Terbuka. The Master of Management program was offered for the first time in 2004 together with the Master of Public Administration Program. This program is designed to provide opportunities to continue education to the Master's level to graduates of Bachelor (S1) of Economics, Management, Accounting or Bachelor (S1) of other relevant scientific fields, or Diploma IV (D-IV) in relevant professional fields such as STAN, STIE and non-Teacher status. The objectives of this program include:

1. Producing graduates who have professional abilities and insights in the field of management
2. Producing graduates who are able to develop and apply expertise in the field of management to solve business problems comprehensively and integratively

3. Producing graduates who are able to anticipate and manage changes in internal and external business factors for
4. Producing academic works and research findings oriented to the development of management science to answer managerial problems
5. Producing graduates who have high ability and commitment to apply research findings in the field of management for community empowerment

The Distance Learning Program Unit of Universitas Terbuka, Universitas Terbuka (UT) Medan, is one of the Regional UT's office that accepted new students for the Master of Management Program in 2004. Until 2021, UT Medan has produced 238 graduates of the Master of Management Program, but until now UT Medan has not received information regarding the performance of graduates and graduate satisfaction with the knowledge gained during the Master of Management Program at UT Medan. This information is very necessary for the preparation of the accreditation form for the Master of Management Program of UT Medan and also to convince the people of North Sumatra about the success of graduates of the Master of Management Program of UT Medan in the field of work.

Based on the background described above, the problems in this study are as follows:

1. What is the profile of graduates of the Master of Management of UT Medan
2. How satisfied are graduates of the Master of Management of UT Medan with the knowledge they have obtained compared to the needs of their work.
3. How is the quality of the performance of graduates of the Master of Management of the Medan in carrying out their duties and positions
4. What is the position and role of graduates of the Master of Management of UT Medan in the workplace, family and society.
5. Is there communication between alumni and between alumni and institutions.

## **2 METHODOLOGY**

The implementation of this tracer study is divided into 3 (three) stages, namely: a. The first stage is determining the concept and survey instrument. The purpose of the tracer study of the UT Medan Master of Management Study Program has been explained in the background of this study. The target population is graduates of the UPBJJ-UT Medan Master of Management Program from 2006 to 2017. In 2018, there were no graduates of the UPBJJ-UT Medan Master of Management program so that a tracer study could not be conducted for graduates who were 2 (two) years from graduation. The instrument to be used is a questionnaire for graduates and

superiors of graduates developed by Ginting et al. (2014) b. The second stage is data collection and recapitulation The initial step that will be taken at this stage is to track data on graduates, colleagues of graduates, and superiors of graduates (home address, cellphone/telephone number, email). The next step is to provide direction to the survey officer who is responsible for contacting respondents to fill out the questionnaire. The next step is to notify respondents through various media such as the Alumni WAG Group, Instagram, email. The final step is to send the questionnaire online to graduates and graduates' superiors and summarize the collected questionnaire data for further processing. c. The third stage is data analysis and reporting The initial steps at this stage are translating the code system in the questionnaire, data entry and data editing, data analysis, report preparation, and socialization to all UPBJJ-UT Medan staff and to the head of the UT Medan Master of Management Study Program. The subjects of this tracer study were all graduates of the UT Medan Master of Management study program from 2006 to 2017, totaling 228 people. All of these graduates came from 20 SK Yudisium. Graduate data of the Master of Management study program UPBJJ-UT Medan is tracked from the UT database. If there is a change in the personal data of graduates such as telephone/cellphone numbers, addresses, and emails, it will be tracked to classmates whose data is known. Personal data of superiors will be traced through graduates. The data obtained was analyzed descriptively by considering the tendency of answers from each variable. The data was presented in frequency and percentage.

### **3 FINDINGS AND DISCUSSION**

#### **3.1 Graduates**

##### *3.1.1 Graduate Profile*

In this tracer study, the respondents were alumni based on the Graduation Decree from 2006 to 2017. The total number of respondents was 228 alumni spread throughout North Sumatra. The profile of graduates was reviewed from the following aspects: (1) gender, (2) gender, (3) educational background, (4) reasons for registering at UT. After collecting the questionnaire data that was distributed, the description of the graduate profile is as follows:

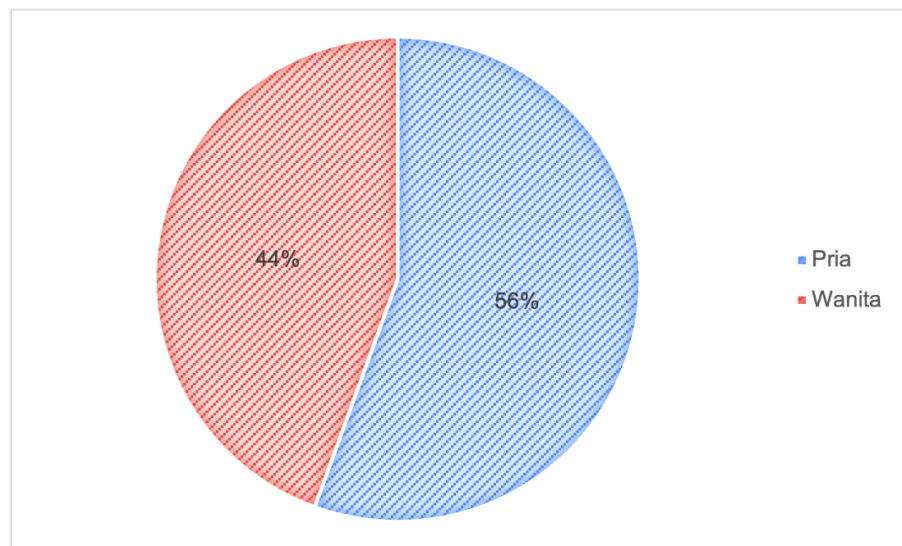


Figure 1. Distribution of Alumni Based on Gender

From the data above, respondents who participated in this study were 56% female and 44% male. In terms of the reasons for choosing UT in the postgraduate program of the Master of Management study program, 71.1% were because of affordable costs, PTN and flexible learning, 18% of the main reasons were because it was a state university and 11% were because of a recognized diploma.

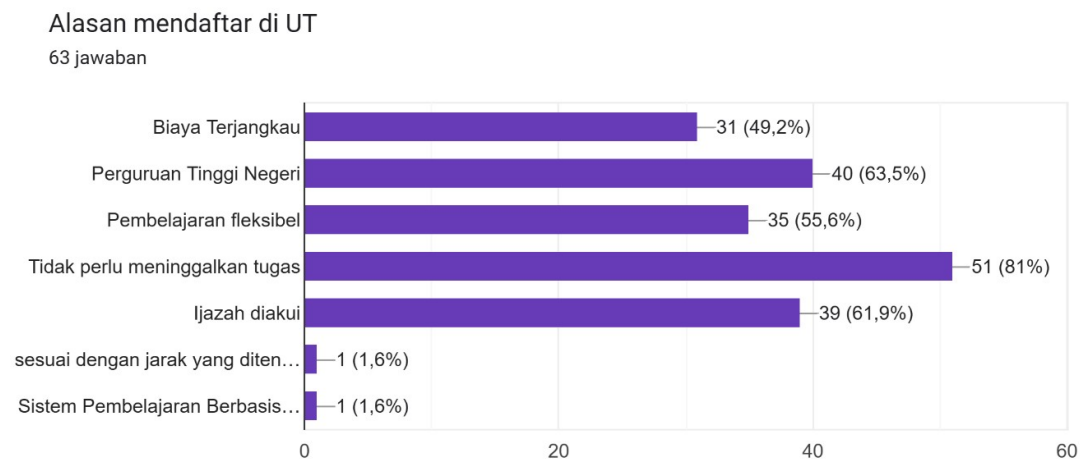


Figure 2. Reasons for Choosing UT

### 3.1.2 Teaching and Learning Aspects

In this study, it is necessary to know to what extent the teaching and learning aspects at UT have a positive impact on graduates in terms of practical knowledge, theory and concepts, attitudes and communication skills, tutorials, tutors as the main source of communication, printed teaching materials as the main teaching materials, non-printed teaching materials as the main source of information, TAPM writing, and exam schedules.

Berdasarkan pengalaman anda kuliah di UT, seberapa besar aspek belajar mengajar berikut ini diterapkan?

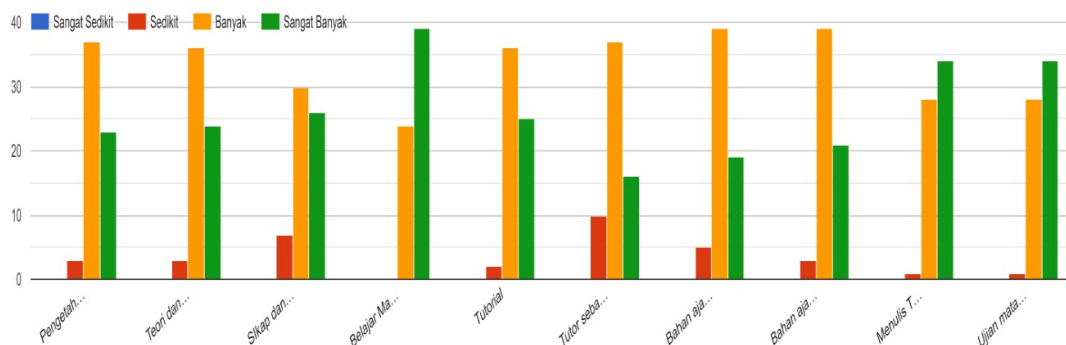


Figure 3. Teaching and Learning Aspects

Independent learning is the biggest aspect in the teaching and learning process with a percentage of 60%, this shows that independent learning during the teaching and learning process is very helpful in the success of learning at UT. Tutorials (both tutorials and face-to-face) are the highest aspect in teaching and learning, namely 66.7%, although face-to-face is carried out every 3 weeks but has the greatest impact on the teaching and learning process and this shows that tutorials are still very much needed in the teaching and learning process. Writing TAPM and exams also have a big impact, namely 48.9%, this is because there is guidance in writing TAPM, from the exam side this is also a big aspect with a percentage of 48.9% because it is an evaluation of the ongoing learning process.

### 3.1.3 Aspects of Facilities and Learning Conditions

The facilities provided by UT during the teaching and learning process are one of the supporting factors for success in pursuing education at UT. The facility aspects in this case include (1) academic guidance, (2) guidance in facing final exams, (3) course material, (4) the diversity of study programs offered, (5) assessment system, (6) quality of learning, (7) communication with tutors/supervisors, (8) library book collections, (8) availability of teaching materials, (9) quality of the facilities offered by UT.

Bagaimana fasilitas dan kondisi belajar yang anda alami selama di UT?

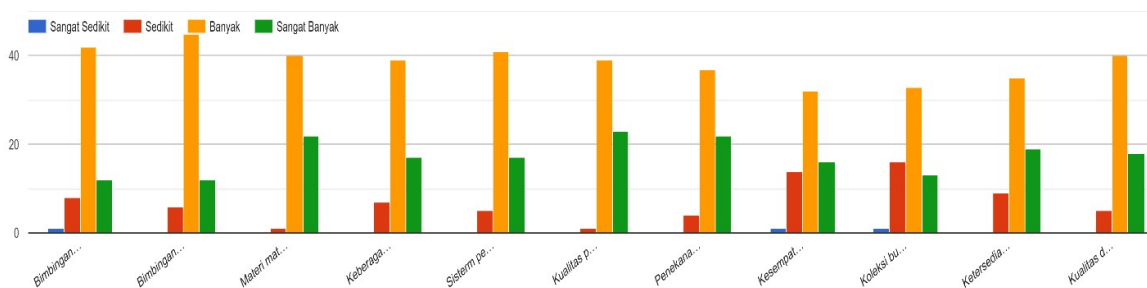


Figure 4. Learning Facilities and Conditions

Course materials provide the most positive impact on the teaching and learning process, which is 33%, for the guidance process, both in general and facing the final exam, it is a major impact felt by alumni, which is an average of above 60%. On the other hand, the availability of teaching materials provides the smallest impact on the teaching and learning process. This needs to be a concern for UT regarding the limited teaching materials or additional books in supporting the teaching and learning process.

### 3.1.4 Impact of Learning Experience

Based on the experience of taking postgraduate education at UT, the impact of learning experiences is reviewed from the aspects of (1) knowledge, (2) skills, and (3) attitude. Skills in this case include communication skills with superiors, subordinates and colleagues, communication skills in formal and informal forums. Skills in utilizing technology and supporting tools in work are also aspects that are assessed. Attitudes in this case include independence and self-confidence.

## 2. Keterampilan

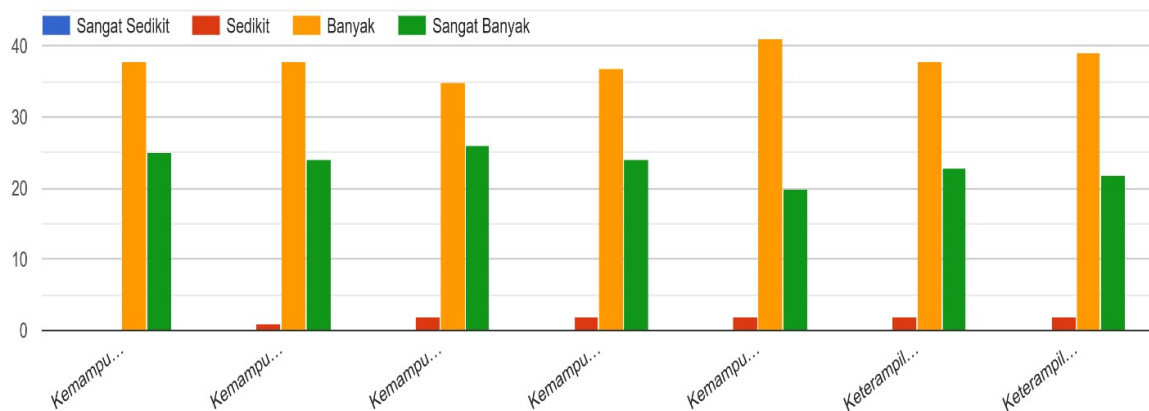


Figure 5. Impact of Learning Experience

Independent learning has the greatest impact on the learning experience at UT. Increased independence is felt to have the greatest impact on the learning experience at UT with a large percentage of 64%. In addition, communication skills, especially with superiors, are improvements obtained from the learning experience at UT. From the above findings, it shows that the learning experience at UT has a great impact on alumni, where alumni feel an increase in communication skills, increased skills, independence and self-confidence.

### 3.2 Superior

The purpose of finding out how far the alumni have improved after participating in the study at UT is reviewed from the following side

#### 3.2.1 Skills

In this case, it is the ability to communicate from alumni, based on the data collected it looks like the following

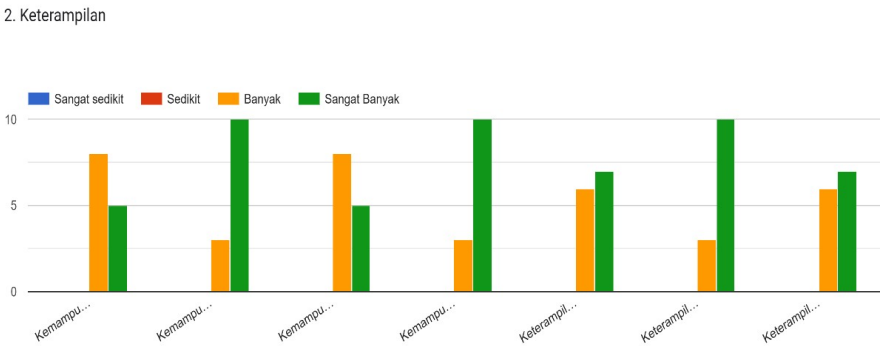


Figure 6. Communication Skills

According to the superiors, the communication skills of alumni are considered to have a great influence, especially in communicating with peers and communication in forums, both formal and informal.

3.2.2 Competence in the field of work

The ability of alumni is also measured by the ability to improve competence in their field of work, with the results of the data collected as follows:

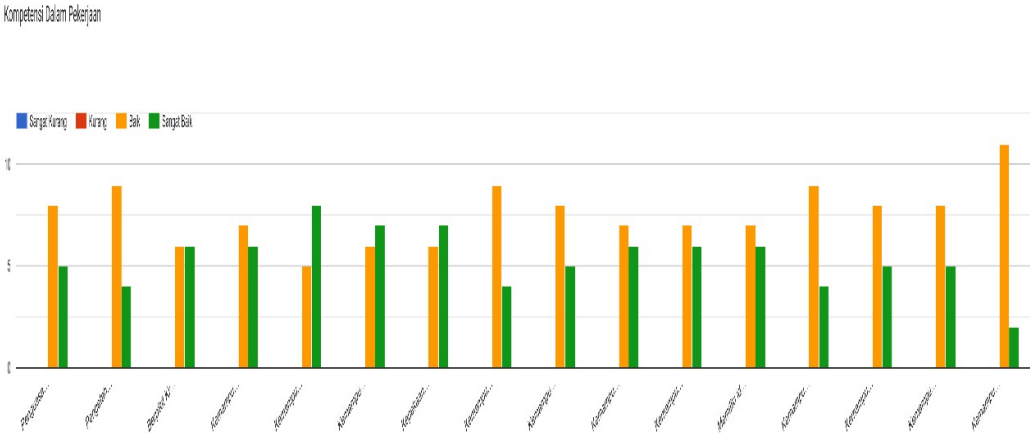


Figure 7. Competencies in the Job



In general, the diagram above shows that competence in work achieves good. This is reviewed from several sides but from another side very good such as the ability to negotiate, be able to work under pressure and be sensitive to new things shows that there is a very good performance.

### 3.2.3 Leadership

The ability of alumni is also measured by looking at leadership skills in their field of work, with the results of the data collected as follows:

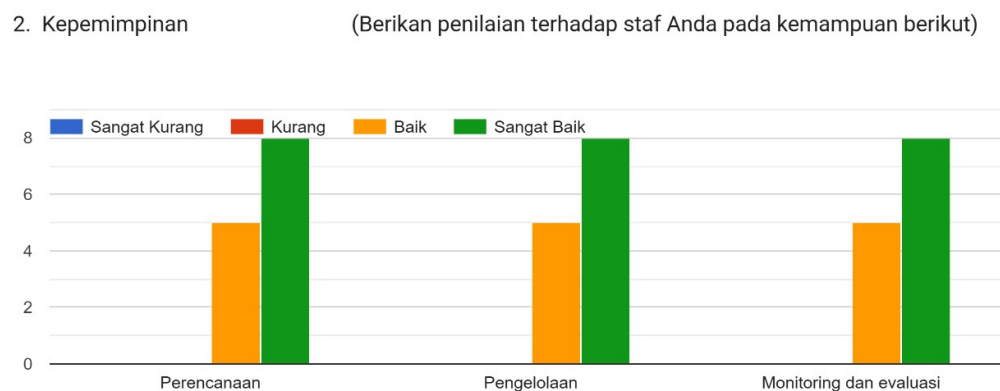


Figure 8. Leadership

From the diagram above, we can see that in general, the ability of alumni in terms of leadership is very good both in terms of planning, management and in terms of monitoring and evaluating a job.

### 3.2.4 Public Speaking Ability

The public speaking ability in expressing opinions in meetings, presentations and so on with the following data processing results:

Lisan (misalnya: menyampaikan pendapat, presentasi)  
13 jawaban

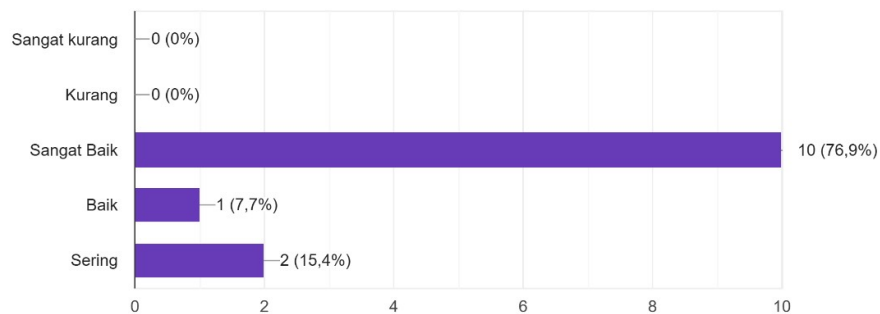


Figure 9. Public Speaking Skills

It can be seen from the diagram above that the ability of alumni to convey opinions and presentations is considered good by their superiors. This is because alumni are used to present assignments while studying at UT.

### 3.2.5 Utilization of Technology

The ability of alumni to utilize technology according to their superiors is as follows

Penggunaan teknologi informasi  
13 jawaban

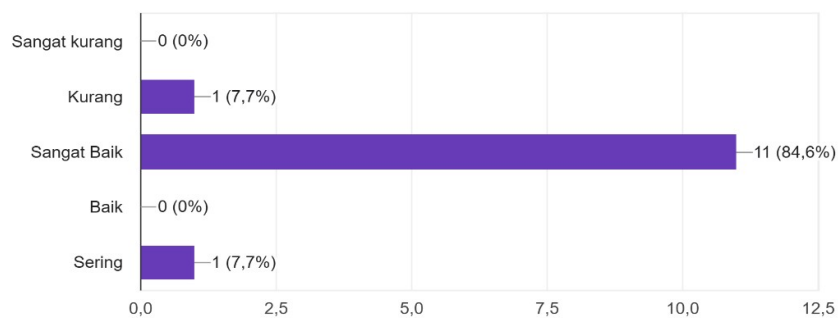


Figure 10. Utilization of Technology

The mastery or use of technology by alumni is very good considering that this is very important in supporting work. The use of this technology has been used in the learning process at the Open University.

#### **4 CONCLUSION**

UT graduates stated that the learning experience of the Master of Management Graduate Program at UT has had a positive impact in increasing independence and confidence in learning and working, improving skills in using technology, and the ability to communicate with superiors and peers. This graduate's statement is supported by the opinion of superiors who state that UT graduates are able to communicate well with their superiors and peers in both formal and informal forums. UT graduates' superiors also argue that UT graduates have excellent performance in terms of leading in terms of planning, management and in terms of monitoring and evaluating a job, also UT graduates have the ability to utilize technology, negotiate, work under pressure and be sensitive to these new things.

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