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IMPROVING THE USER SURVEY OF UNIVERSITAS MURIA KUDUS TO MAXIMIZE THE RESULT OF AIPT 3.0

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Abstract: Alumni or graduates are the key of university's accountability. Alumni who are well accepted in the working place, whether they are entrepreneurial or working with other people, are able to become the basis of the institution existenceto get a trust. User surveyis a must for university becauseit is a compulsive point that must be completed in preparing accreditation forms for both universities and departments. The use of information technology media is expected to increase its maximum results at score 4.This study aims to determine the use of information technology in implementing user survey at Universitas Muria Kudus. The results obtained are quite good. The use of information technology in the user survey has been carried out in almost every stage of the activity. These stages were collecting data from the alumni website and then identifying the departments. The next wasblasting information on tracer study activities and procedures to alumni via email and WhatsApp group of alumni ineach department. After the alumni had filled out the questionnaire through career center (PKPA) website, respondents' data were classified based on the name of the workplace, alumni, and departments. After that, alumni assessment questionnaire was sent via post to alumni users, which was attached with the names of the alumni. It was then confirmed via WhatsApp and or email to HRD or Contact Person at the alumni workplace two weeks after sending. The number of workplace (companies/agencies/schools) which responded was quite good. There were 83 workplaces responded back the assessment by post or email. The result of user survey is inecessaryas an input for institutions in escalating the quality of graduates.

Key words: Graduates Users, AIPT Accreditation, Information Technology, UniversitasMuria Kudus.

INRODUCTION

Human resources (HR) are the main components that support the success of an institution. In the industrial field, human resources are considered to be the most potential one to be developed in reaching a certain quality so that they are able to yield products or services that contain advantages (Achir, 1998). This is because human resources have a major contribution in mobilizing other resources in the company in order to achieve their goals (Renosori et.al, 2002).

Educational institutions that have a big role in producing Human Resources that are ready to be absorbed by the community as users are Universities. Therefore, alumni / graduates are at the forefront of a university's accountability in the society. Everything that they., it will become a measure of success, uniqueness and even failure of a university in forging alumni during their education. The university's attributes will always stick with them because the existence of an institution (study program / department / faculty) is very dependent on the absorption of alumni from of the work, both those who are

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entrepreneurial and work with other people. In addition, the waiting time for graduates and consumer satisfaction as graduate users are also aspects of seeing the quality of graduates, so it will have an impact on the image of a Study Program. Not only seen from the community assessment, the waiting time for graduates and user satisfaction are also important points that are considered in the Accreditation Form. Accreditation of study programs and institutional accreditation is currently something that is urgent, because it is a measure of public accountability so that it becomes a special promotional value in attracting new students.

In the accreditation form, the items used for graduate user assessment are very general and few, only 7 items, namely integrity, expertise based on background, English, Use of Information Technology, Communication, Teamwork, and Personal Development. These things are not able to represent the ability of graduates as a whole because there are items that are not in accordance with the intensity of their use in the company. Therefore, a study is needed that analyses graduate user satisfaction with question attributes that are processed from various perspectives, according to the department or study program using information technology.

The use of information technology for graduate tracers can provide easy access to information, speed of conveying information, ease of operation, computerization of systems, good reliability, neatness and attractive display of information, facilitating the archiving process, data processing. By this research, it is expected that the assessment of graduate users can be carried out more objectiveand detail. So far, the tracer method for graduate users at Muria Kudus University is done manually by collecting data from the results of the tracer study and then sending a letter to the user and waiting their respond, which is considered less effective.

Referring to the background above, a problem is formulated on how to use information technology to maximize the results of graduate user tracers to support points on higher education accreditation.

METHOD

The methodology used in this study is divided into four stages of the process, including Preparation, Designing Research Methodology, Utilization of Information Technology, Data Collection and Processing, and Research Conclusions. Data were collected in a combination, namely qualitative and quantitative. In this study, the data used to solve the problem consisted of primary data (obtained directly by observing the object of research, observation results, and interviews) and secondary data (obtained from literature and other reading books related to research). The research instruments include:

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Table 1 Research Instrument

Aspects	Details
Communication	a. Ability to accept other people's opinions / suggestions
	b. Written skills (reports, documents)
	c. Ability to communicate verbally well
	d. Good foreign language skills *)
Organizational Skill	a. On time (meeting attendance, arrival, departure, etc.)
	b. Work results in accordance with standards.
	c. Low error rate.
	d. Fulfill targets according to amount
	e. Fulfill targets according to time
	f. Able to determine priorities in tasks
	g. Not easy to give up in facing problems / work
	h. Ability to maintain applicable operational systems and procedures
Leadership	a. Have a clear vision for the future
	b. Be a role model
	c. Acting decisively in solving problems
	d. Directing subordinates to achieve their task goals **)
	e. Coordinating resources within the department
	f. Responsible for their duties and obligations
Logic	a. Quick and responsive in solving work problems Come up with ideas for improving systems and procedures in the work unit
	b. Independent at work.
	c. Able to think integrally (thoroughly)
Others	a. Mastery of information technology
	b. Mastering the field of work
	c. Able to implement the field of knowledge in college into the work
	d. Using work safety attributes *)
Effort	a. Calm working under pressure
	b. Able to control emotions / self
	c. Able to accept criticism
	d. Active in education and training, etc.
	e. Has a target in his career
Group skills	a. Positive willingness to cooperate with other employees Able to express opinions
	b. Adaptable
	c. Confidence
Ethics	a. Honest
	b. Friendly
	c. Courteous and polite with other employees
	d. Be respectful of all employees
	e. Be fair in attitude
	f. Comply with all company regulations
	g. Have good overall performance

FINDINGS AND DISCUSSION

The stages that are passed from this research include observations; analysis of system requirements and tracer needs analysis of graduate users as well as making IT design methods consisting of making Data Flow Diagrams (DFD); flow chart design; designing the use of IT media to be implemented and obtained a result to be evaluated.

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The results obtained from tracking alumni are related information about alumni and alumni users that aim to map graduate activities, the competency gap of graduates with the demands of the work and absorption, processes, position of graduates in the work and the suitability of competence in the field of science and work along feedback, and input for curriculum improvement.

The flow in the Tracer alumni users, includes collecting alumni data taken from the www.alumni.umk.ac.id page. The following are the results of the 2018 graduate data:

Table 2 Table 1 Data of graduates in 2018 in each of departments

No	STUDY PROGRAMS	Number of Alumni
1	S2 – Management Department	45
2	S1 – Management Department	287
3	S1 – Accountancy Department	212
4	S2 – Law Department	19
5	S1 – Law Department	56
6	S2 – Primary Education Department	21
7	S1 – Primary Education Department	326
8	S1 – Guidance and Counseling	77
9	S1 – English Education Department	99
10	S1 – Agrotechnology Department	58
11	S1 – Informatics Engineering Department	163
12	S1 – Electrical Engineering Departement	28
13	S1 – Information System Department	111
14	S1 – Mechanical Engineering Department	73
15	S1 – Psychology Department	42
	TOTAL	1617

After the data was collected, a Tracer Study was carried out. Tracer Study is an alumni tracking activity which includes information about alumni where that most of the response rates from all study programs reach 50% of the number of graduates in each study program as in the following table:

Table 3 The number of alumni's responses

No	STUDY PROGRAMS	Respondents
1	S2 – Management Department	12
2	S1 – Management Department	134
3	S1 – Accountancy Department	97
4	S2 – Law Department	10
5	S1 – Law Department	28
6	S2 – Primary Education Department	3
7	S1 – Primary Education Department	164
8	S1 – Guidance and Counseling	33
9	S1 – English Education Department	49
10	S1 – Agrotechnology Department	24
11	S1 – Informatics Engineering Department	88
12	S1 – Electrical Engineering Departement	18
13	S1 – Information System Department	80
14	S1 – Mechanical Engineering Department	36
15	S1 – Psychology Department	26
	TOTAL	802

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After knowing the information about the alumni, a User Survey activity will be carried out. User Survey is the process of assessing alumni users which is attached the covering letter, alumni data, assessment form and a stamp. Then the data is sent to the place where each alumni works by post. The next process is waiting for a reply from the alumni user regarding the assessment form that was sent. The following is the percentage of the number companies that sent back alumni user assessments and also the percentage of the overall alumni assessment consisting of 9 criteria as follows:

Table 4 the respondents' assessment of the alumni's workplace

The Number of Companies that Sent Back The Assessment Form	Percentage of Alumni User Ratings									
	The number of Alumni	Ethics	Background Expertise	Foreign Languages Proficiency	The Using of Technology and Information	Commuication Skill	Group skill	Self – development	Analytical thinking	Emotional Intelligence
83%	131	80%	76%	58%	79%	78%	80%	74%	73%	76%

From the results of the percentage assessment of alumni in both public and private workplaces and within the scope of companies and schools, it shows that the ability of alumni at work places is quite good because the percentage of assessments shows a figure of more than 50%.

The process of user survey starts by identifying the entire population of graduates in 2018 in alumni website.The aim of this program is to map graduate activities, the competency gap of graduates with the demands of the world of work and absorption, processes, position of graduates in the workplace and the suitability of competence in the field of science and the field of work as well as feedback, input for curriculum improvement. The stages of activities carried out in the implementation of the tracer study include four stages, namely the preparation stage, the implementation stage, the analysis stage and the follow-up evaluation stage.

The flow in the tracer for alumni users includes collecting alumni data taken from the www.alumni.umk.ac.id page. Then after the data was collected, a Tracer Study was carried out. Tracer Study is an alumni tracking activity which includes information about alumni. After knowing the information about the alumni, a User Survey activity was carried out. User Survey is the process of assessing alumni users. In sending the assessment questionnaire, cover letter, alumni data, assessment form, and a stamp were attached. Then the document was sent to the place where each alumni works via post. The next process is waiting for a reply from the alumni user regarding the assessment form that was sent. During the waiting period, the alumni users were reminded via WhatsApp or email to person

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in charge of the working place. After returning, the data was recapitulated and then a report was made.

The data obtained was analyzed in accordance with predetermined indicators so that it was expected to be able to produce reports and conclusions related to graduate data. Furthermore, a follow-up evaluation was carried out which involves university leaders as the basis for the development and improvement of learning programs such as improving the competence and relevance of the curriculum to the world job market, improving the learning process, and the accreditation and certification processes, as well as improving and guaranteeing the quality of higher education.

One of the examples is the result of user survey from English Education Department. The alumni users (schools and companies) give mostly good feedback in nine criteria of the questionnaire. However, two categories are lower than others. They are Analytical Thinking (70%) and Emotional Intelligence (73%). This can be as the evaluation for department in improving the curriculum. Those two soft skills can be integrated in the teaching and learning process. So, the focus of the subject is not only language learning due to communication skill, but also some soft skills which are in fact useful when they work as their lifeskill as in the following figure:
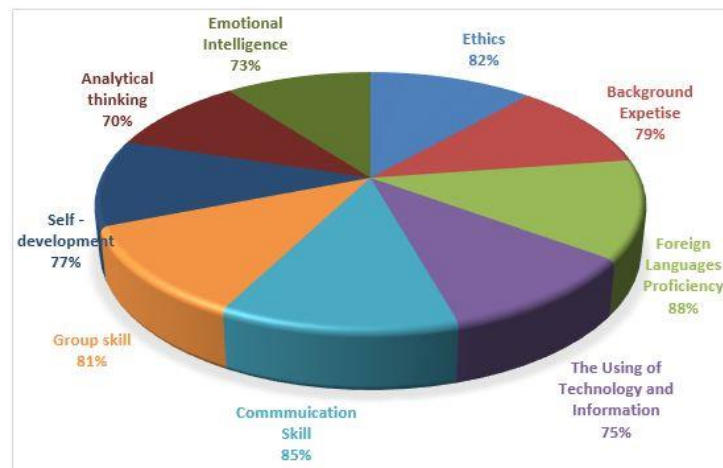

Figure 1.Users' feedback of English Education Department

CONCLUSION AND SUGGESTION

Based on the implementation of the alumni user tracer activity (user survey) it can be concluded that the use of technology in the alumni user tracer (user survey) has been used properly. This is shown in the process or stages in tracking alumni users used technology whether using university information systems, alumni websites managed by PKPA, email, WhatsApp application, and telephone.

By using the good technology in the process, the data on alumni users and their respondents are quite a lot. There are 405 graduate users (companies, agencies, and schools) obtained from the alumni tracking results and 83 graduate users who respond back or provide an assessment.

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The future research is recommended maximize more the technology in doing the user survey and spare more time for the users to send the feedback so the number of alumni users who respond back will be increased.

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