# THE PERCEIVED STUDENT'S OPINION ON POST-GRADUATE JOB OPPORTUNITIES: FINDINGS FROM UIN AR-RANIRY ISLAMIC COMMUNICATION AND BROACASTING MASTER PROGRAMME

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**Abstract:** *This research is a descriptive study that examines the development of the Islamic Communication and Broadcasting Postgraduate Study Program and determines perceptions of the study program work opportunities for the alumni to become practitioners of political communication study fields, both in government and private sectors. The participants of this study were students from the 2016/2018 cohort. There are two main research questions of this study; How to revitalize job opportunities for study program postgraduate students to become a Political Communication Practitioners and how is the process of perceptions of interest in choosing postgraduate Islamic communication and broadcasting study programs at UIN Ar-Raniry Banda Aceh. In this study, researchers' data collection is obtained through the use of a tracer study to track the performance and suggestions of graduates and graduate users so that clear indicators can be obtained about the number, future job profiles, and competencies required by the world of work.*

**Keywords:** *Development, Revitalization and Political Communication.*

**Abstrak:** Penelitian ini merupakan penelitian deskriptif mengkaji tentang upaya pengembangan Prodi Magister Komunikasi Penyiaran Islam serta untuk untuk mengetahui persepsi mahasiswa dan para alumni untuk menjadi praktisi komunikasi politik diberbagai bidang dunia kerja, baik lini pemerintahan maupun swasta. Ada dua rumusan masalah dalam penelitian ini yaitu bagaimana peluang kerja mahasiswa pascasarjana Prodi. Dalam penelitian ini peneliti menggunakan teknik pengumpulan data dengan menggunakan *tracer study* karena teknik tersebut tidak hanya bermanfaat untuk internal Pascasarjana Prodi Komunikasi dan Penyiaran Islam Universitas Islam Negeri Ar-Raniry saja, tetapi juga menjadi jembatan dengan *stakeholders*. Tracer study. Tracer Study untuk dapat mengukur dan melacak kinerja dan saran-saran lulusan maupun pengguna lulusan sehingga dapat diperoleh indikator yang jelas tentang jumlah, profil kerja masa mendatang, serta kompetensi yang diperlukan oleh dunia kerja.

**Keywords:** *Pengembangan*, *Revitalisasi dan Komunikasi Politik.*

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### A. Introduction.

Revitalizing the perception of study program work opportunities. Islamic Communication and Broadcasting Postgraduate at UIN Ar-Raniry is expected in the future to become a practitioner of political communication in various fields of the world of work, both government and private lines.

Study program. KPI also regularly involves alumni in orientation activities towards the world of work in the form of workshops, discussions, and seminars. In addition, Postgraduates in this case study programs also regularly make visits to agencies related to the field of communication, by utilizing relationships or relationships with alumni of the study program. KPI UIN Ar-Raniry. In several courses, alumni are not infrequently invited to become guest lecturers according to the competencies that can be provided.

So that college graduates have social and intellectual responsibilities in society. In PP No. 30 of 1990 Chapter II Article 2 Paragraph (1) concerning the purpose of higher education states that: College students are prepared to become capable members of society.

So that university graduates in this case the Postgraduate KPI Study Program also have social, academic and professional responsibilities so that they can apply, develop and create science, technology and the arts.

The graduates / alumni of the Postgraduate Program in Islamic Communication and Broadcasting can produce graduates who have the ability to develop creative media (creative media developers); developer of various forms of content concepts and creative media products, whether based on printing, broadcasting, digital, multimedia, and others.

Students are also members of a certain elite society who has intellectual responsibilities towards science and society that are inherent in themselves in accordance with the Tridharma of higher education. (Salim, 2010: 1).

The adjustment steps taken by Diktis are related to increasing the competence of higher education graduates. These competencies include Hard skills and Soft skills. The integration of these competencies manifests the superior quality of students. According to research by Aurino Rilman & Adam Djamaris (Kurniawan, 2016:1). Hard skills are infrastructure and soft skills are the superstructure, the building is said to be complete if the two are complementary.

Competencies that have been well integrated are hypothesized to be the initial capital in planning a postgraduate career. The reality that occurs shows a gap with the current state of graduate students. Kasih and Suganda, said that, the high demands of the business world are shown through the results of a survey which states that 91% of the business world thinks that college graduates are not ready to use it after college. (Rachmawati 2012: 2).

The postgraduate Islamic communication and broadcasting study program at Ar-Raniry State Islamic University is a mainstay study program which is still in great demand by applicants for new students (Cama PPs UIN Ar-Raniry). Since

2015, the Postgraduate of UIN Ar-Raniry has received permission to open a study program (Prodi) of Islamic Communication and Broadcasting (KPI).

In 2016 the Postgraduate KPI Study Program of UIN Ar-Raniry has accepted 25 new students who have and are currently about to complete all courses in the third semester including those related to communication science, such as Islamic Communication Management, Communication Psychology, Islamic Communication Media, Strategy Communication, Communication Theory, Philosophy of Islamic Communication and Political Communication. One of the goals of organizing the Postgraduate KPI Study Program at UIN Ar-Raniry (Academic, 2016-2017), is expected to be able to produce scientists and Islamic communication experts who are ready to use in the community both in government agencies, private institutions, universities and colleges and universities. etc.

The Postgraduate KPI Study Program at UIN Ar-Raniry Banda Aceh is a study program resulting from the transformation of the Department of Islamic Studies (IAI) in which there is a concentration of Da'wah Science. However, since the issuance of the Decree of the General of Islamic Education No. 6066 of 2015 concerning the transformation of concentration into a study program at the Master's degree at the Ar-Raniry State Islamic University then Study Program. KPI Postgraduate UIN Ar-Raniry Banda Aceh since 2016 has accepted new students and has organized the educational process, as expected.

The Postgraduate Study Program of Islamic Communication and Broadcasting (KPI) at UIN Ar-Raniry Banda Aceh since early June 2018 has sent an accreditation application form to BAN PT, through the Online Higher Education Accreditation System (SAPTO). Even though the process of compiling the accreditation form has been started since early April 2017, but the Study Program. The Postgraduate KPI of UIN Ar-Raniry Banda Aceh has many problems in collecting data, both from lecturers, students and others. In fact, it is also constrained in determining the lecturers of the Study Program. The Postgraduate KPI of UIN Ar-Raniry Banda Aceh has also undergone drastic changes in the development of Islamic communication science.

As a new study program at Postgraduate UIN Ar-Raniry, the KPI Study Program wants to create a Master's degree in Islamic communication and public relations. Almost all government agencies and companies have and need Public Relations personnel. Public Relations is something that consists of all forms of planned communication both internally and externally which aims to get a positive image and support from the public. Public relations is the same as the field of journalism, advertising or other advertising fields which are not traditional sciences that are only used for limited and temporary purposes. The British Institute of Public Relations (Ruslan 2003:15-16).

One of the stages of activities carried out in order to find out the relevance between competence and market needs is a tracer study. Tracer Study can measure and track the performance and suggestions of graduates and graduate users so that clear indicators can be obtained about the number, future job profiles, and competencies required by the world of work. Thus Study Program. KPI can prepare

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the content and education system so that the graduates produced can adjust and adapt to the real world of work.

The main purpose of the tracer study activity is to identify the performance of graduates, as well as to collect suggestions from both alumni and alumni users. Armed with the results of this research, it can be used to improve learning programs so that they are able to build student competencies in accordance with the competencies required by the world of work. The next turn, with adequate competence, is expected to increase the competitiveness of graduates.

In this activity, the target is the alumni of the Study Program. KPI, KPI Study Program and also include alumni who work in government, private and entrepreneurial institutions. So that the problem that could be behind the importance of doing this research is that the waiting period for alumni to get jobs according to their educational qualifications is still sufficient for Study Program.

The Postgraduate KPI of UIN Ar-Raniry has produced hundreds of KPI alumni spread throughout Aceh, because almost every year, UIN Ar-Raniry graduates them. After becoming alumni, they are required to work to meet their personal and family needs. Not all KPI alumni get decent work, because not all alumni have the same competence.

### B. Research Methodology

In this study, researchers still use data collection techniques using tracer studies because this technique is not only useful for the internal Postgraduate Study Program of Islamic Communication and Broadcasting, Ar-Raniry State Islamic University, but also becomes a bridge between Postgraduates and stakeholders.

Tracer Study can provide in-depth and detailed information regarding the suitability of work both between various fields of knowledge and between various levels of education. With specific data on the condition of alumni, it is hoped that companies and other institutions can collaborate with Postgraduates in order to prepare prospective graduates to be able to work in accordance with company expectations and help overcome the problem of job opportunities gaps and efforts to improve them.

The data collection techniques from this research can be obtained from: 1. *Questionnaire*: Questionnaire is a way of collecting data by asking a list of questions that are compiled based on the existing variables in the form of a questionnaire distributed to respondents. Data obtained from filling out the questionnaire. Taking the questionnaire took all the population where the questionnaire was sent to all alumni either by post, telephone, email or face to face. 2. *Interview*: Interviews are needed when the data obtained from quantitative research (questionnaires) are insufficient or additional data is needed as a tool to test the validity of the data as well as to explore unanswered research questions.

This research focuses on efforts to track information from alumni and then describes the results of the tracking systematically. This research has two orientations: (a) as a tracer study because information from alumni will be used as input to improve the learning process and increase the relevance of graduates' competencies to the needs of the world of work; (b) as the application of a descriptive research approach where in this study the data from the information tracking of alumni were analyzed and described in tables and diagrams.

Tracer Study is a standardized survey of graduates of higher education institutions conducted some time after the graduates leave the higher education institution (Schomburg, 2009). The implementation of tracer studies is well known among university administrators in both developed and developing countries. Tracer study tracks the transition process of postgraduate students after graduation to the beginning of their work career 1-3 years after graduation (Budi and Dinan, 2017).

Universities need to carry out tracer studies because they really need feedback from alumni in their efforts to improve education systems and management. Tracer Study is useful in the implementation of providing important information regarding the relationship between higher education and the world of professional work, assessing the relevance of higher education, information for stakeholders, and the completeness of requirements for higher education accreditation (Budi & Dinan, 2015).

The subjects of this research are: (1) alumni of the Islamic Communication and Broadcasting Study Program, postgraduate at UIN Ar-Raniry, both those who work in government, private and entrepreneurial institutions; (2) Alumni users, both workspaces in government and private institutions.

Determination of research subjects as respondents is by incidental techniques combined with snow ball techniques. The incidental technique is intended to obtain a starter sample that is coincidentally encountered during the study. Starting from an alumni who has worked as a starter sample, then information is obtained about the addresses of other alumni. Then from each alumni who were successfully contacted, they were asked for information on the addresses of other alumni.

The tracer research participants of this study were all graduates of the Postgraduate Program in Islamic Communication and Broadcasting at UINAR from the first graduates from 2017-2019, and users of Islamic communication and broadcasting graduates. The questionnaires distributed were 50 questionnaires with a return rate of 44%, so that the total returned questionnaires amounted to 22 questionnaires consisting of 22 questionnaires for alumni of the KPI Study Program.

The instrument used in this study was a questionnaire filled out by alumni of the Islamic communication and broadcasting study program at UIN Ar-Raniry

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Banda Aceh. The questionnaire consists of several closed questions, and some are open. For closed questionnaires, for each question an alternative answer has been provided so that respondents only need to tick or cross the available answers. While the questionnaire is open, to give the respondent the opportunity to present an answer that is known objectively.

The methods that will be taken are as follows: (1) Obtaining the addresses and contact numbers of alumni, through students who are doing KKN-PPL in various schools, as well as tracing the cell phone numbers of alumni which are documented in the graduation book; (2) From every alumni who have been tracked, the researcher asks for the cellphone numbers of other alumni; (3) Any information regarding the alumni's cellphone number and address is followed up by sending a questionnaire; (4) The method of sending the questionnaire is done in three ways, namely delivered directly to the workplace, delivered directly at the reunion, and via e-mail and using WAG for smoothness in the process of interviewing the respondents who have been determined.

### C. Analysis Research

Curriculum development is a tool to achieve educational and teaching goals that are initiated and determined by the school dynamically and progressively. This means that the study program curriculum. KPI must always be developed and refined to suit the pace of development of science and technology, as well as a developing society. (Hamid Sharif: 32).

Therefore, curriculum development must refer to and be based on applicable curriculum development principles. This is intended so that the results of curriculum development are in accordance with the interests, talents, needs of students, the environment, and regional needs, as well as the needs of the nation itself, so that our common goals and aspirations are realized, from the basic level to the national scale.

Some principles of curriculum development in general that need to be discussed first before examining the principles of development in particular, are as follows:

*1. Principle of Relevance*

Relevance has a close relationship with what is happening. When associated with education, it means the need for conformity between educational programs and the demands of people's lives. Education is said to be relevant if the results obtained will be useful for one's life. (Abdullah Idi, 2010:179).

There are two kinds of relevance that must be had in a curriculum program:

a. Outward relevance, namely;

The compatibility between education and the environment, compatibility between education and the lives of students now and in the future, compatibility between education and the demands of the world of work for KPI alumni, compatibility between education and the development of science and technology. (Subandiyyah: 49).

b. Inward relevance, namely;

The curriculum must also have internal relevance, namely there is a suitability or consistency between the components of the curriculum, namely between the objectives, content, delivery and assessment processes. This internal relevance shows an integrated curriculum. (Nana Syaodih Sukmadinata, 151).

### 2. Flexibility Principle

Flexibility means not being rigid, and there is a kind of room for movement that gives freedom of action. In the curriculum, flexibility can be divided into two types, namely: (Abdullah Idi: 181).

a. Flexibility in choosing educational programs.

Flexibility here means the procurement of elective programs that can be in the form of majors, specialization programs, or skills programs that alumni can be choose based on their abilities and interests.

b. Flexibility in the development of teaching programs.

Flexibility here means in the form of providing opportunities for educators to develop their own teaching programs based on the objectives and teaching materials in the curriculum which are still general in nature.

Giving freedom to the students space to move and practice directly and act in the field. This is because in students there are many differences in everything, talent, ability to read, write (learn), skills, and so on.

With the formation of the procurement of elective programs, majors, specialization programs, skills education programs in other programs that students can choose based on their abilities, willingness and interests and talents.

### 3. The principle of continuity

The third principle is continuity, namely continuity. The development and learning process of students takes place continuously, does not falter or does not stop. Therefore, the learning experiences provided by the curriculum should also be continuous between one level of the study room, with another class, between one level of education and another. Curriculum development needs to be carried out simultaneously together, there needs to always be communication and cooperation between curriculum developers in various institutions.

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From the results of the research, currently the public in general has given important attention to graduates or alumni of the Postgraduate KPI Study Program, especially the alumni of Islamic Communication and Broadcasting (KPI) of Ar-Raniry State Islamic University (UIN). The results of the study show that alumni have qualified qualities.

They are capable and able to appear in forums, both local and national, become lecturers, preachers, journalists, and are also able to deliver seminars or papers in scientific forums, so that they are still well known.

Alumni of the Postgraduate KPI Study Program at UIN Ar-Raniry are experts in various fields, both in the field of management and orators. They can unite people. If there are cases, they can be solved with a *da'wah* approach. This is what the Regional Government pays great attention to for Study Program alumni KPI. They are able to solve even the most complex problems.

Whereas as comparison data for interviews with the Postgraduate Director of IAIN Lhokseumawe, Alimuddin stated, currently there are very many problems that occur in society such as social inequality, conflict and Christianity. With the competencies possessed by KPI alumni, they are able to provide explanations to the community through *da'wah*.

The results also show that some KPI alumni get good job opportunities from the government, such as being in various agencies, both government and private institutions, Secretary house of representatives of the Banda Aceh City.

In addition, there are those who occupy several important positions, such as echelon III positions in the Provincial Government and City Government. Many da'wah or KPI alumni continue their studies up to doctoral level, most of them are used as journalism, photographers as well as religious educators in Banda Aceh City to the City district government in the Aceh government area and some are the Head of the Office of Religious Affairs (KUA). both in Banda Aceh City and in the District.

Perception is an important element in the thinking process. This is because perception plays a role in opening and providing patterns and ways of thinking at the initial stage. Input in the form of thinking stimulition will be stored and printed into thinking memory and assumptions. The process is continuous and the tone when it will apply copy and paste in various spaces.

This happens when the old inputs and new inputs collide. Every time we see a new stimulus, it will be recorded and then applied in actual reality. When new stimuli are received, the memory will be realized with actual activities, and here the process of coordinating new and old inputs in space and scenes is relevant to the old ones. So that new information will be recorded and to try to adapt to the old. If there is no direct connection, then a new memory will be recorded. And so on, this process continues until the end of life.

The public's perception of the graduation of Study Program alumni. KPI, until now is still classified as very enthusiastic, so it can give a more positive value to the development and improvement of the Study Program, the Postgraduate KPI of UIN Ar-Raniry, Banda Aceh. One small proof that in 2020 this even semester is quite a lot of prospective new students who want to register as one of them taking Study Programs. KPI and this is an enthusiastic expression of the people who are already interested in the study program in question.

From the results of various interviews, both from alumni, the community and others, they gave very diverse responses so as to give a conclusion that Study Programs, KPIs are still in great demand.

Based on the research results, it turns out that on average, those who work in various government and private institutions are Prodi alumni. KPI UIN Ar-Raniry. Some of them have held various strategic positions in all lines. Alumni are also able to compete and gain the trust of various parties. The ability to compete is inseparable from the competencies possessed by personal alumni.

Because it can be influenced by several factors, among others; innate talent, high work motivation, attitudes, motives and perspectives, knowledge possessed (formal and non-formal), skills or expertise possessed and of course the environment of everyday life. This is what drives the alumni of the Study Program. KPI is able to compete or compete with other lecturers.

This is evidenced by the achievements they have made so far on campus. Through their competence, the alumni of Study Program. KPI is able to bring about drastic changes on the Postgraduate Study Program campus. KPI UIN Ar-Raniry used to have less than 10 students, now it has reached more than 80 students. Alumni also work at the Antara news agency, the transportation service, and at Baitul MAL as the head of the Aceh socialization sub-directorate, now a profession as a media consultant practitioner at Banda Aceh goverment and at the legislation (DPRD).

In addition, the change in campus status from IAIN Ar-Raniry to UIN Ar-Raniry is also part of the services and hard work of alumni to form a better campus. This success was obtained because of the capacity of the alumni who tried to give the best for their campus.

Planning, thinking, building and exposing all forms of activities are the main things so that the campus continues to improve and becomes the main choice for new students who want to continue their education. There are several positive things brought by the alumni of the Study Program. Islamic Broadcasting Communications at UIN Ar-Raniry in building the UIN Ar-Raniry campus in a better and dignified direction.

Planning to build a superior campus continues to be carried out by bureaucrats at the UIN AR-Raniry campus. Various efforts continue to be made in

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terms of campus development and promotion, so it takes people with the right backgrounds to create a campus that has high demand in the eyes of the community. Activities that have been planned by campus officials are always discussed together and carried out together in a comprehensive manner.

Efforts that can be made to disseminate all forms of news are with the nearest media, brochures and leaflets are used as a means of disseminating information and other efforts continue to be made to build a superior communication campus in the eyes of the community.

From various interviews that have been carried out in the field, the majority are alumni of the Study Program. KPI stated that the Constitutional Court. which has been taught in the Study Program. KPI has been in accordance with the needs in the field of work so that it can make it easier for alumni to get jobs easily, because the curriculum taught is in accordance with the needs.

However, very few of the results that have been interviewed stated that they are not in accordance with the Constitutional Court. Lectures that have been taught in college. On the basis that there are still teaching lecturers in the Study Program. KPI still lacks mastery of the material being taught because the Constitutional Court. Given to the lecturer in question is not in his field so that he does not master when giving the Constitutional Court. in the lecture room, because it is in the Study Program. KPI that lacks lecturers who support the Constitutional Court.

According to his expertise. Alumni must play a role and be a pioneer in solving problems that occur in the community. As stated by Asnawi, that there are several things that must be owned by KPI alumni.

The first is knowing the problem or problems and mastering how to solve the problem.

Second, alumni, don't be lazy to read books. This is in line with one of the factors that affect competence is a person's personality. Personality is not something that cannot be changed, a person's personality will affect the way that person solves problems in life, and this will make that person more competent. A person will respond and adapt to the environment and surrounding forces, which will increase one's competence.

In addition, motivation or encouragement is also needed that makes a person able to do something. The driving force that is more psychological in nature makes physical strength increase, so it will make work activities easier, which increases a person's level of competence. The encouragement or motivation given by superiors to subordinates also has a good effect on staff performance.

According to him, about 80% have been adequate in his teaching. According to him, it depends on the lecturer he teaches, because due to the influence of Covid, the MK is less than optimal, while the lecturer who teaches has also left the city so it is not optimal.

According to him, alumni have been very pro-active in the field in various fields to support and develop Study Programs. KPI is like being a variety of media practitioners, after all, most students before college have been active outside so that when they have studied at postgraduate they are even more supportive of their profession, because alumni of KPI study programs are widely used in various lines of entry.

In terms of the reference itself, other foreign languages also need to be added, especially Indonesian. However, regarding the implementation of TOAEFL, if possible, temporarily don't apply it, but if it is taught, it will not be a problem. Because most of today's students, many students are now working.

For me, the study program I take is highly correlated with the field I take. However, it needs to be corrected a little about the subjects taught at the beginning of the semester, which are still very general, which are taught to students. So just go straight to the communication, don't teach the MK. In general, there may be a general Constitutional Court but not too much is taught directly on the substance of the Constitutional Court. Itself, which involves the field of communication science.

According to him, alumni are very pro-active in the field in various fields, such as media practitioners, after all, most of the students before studying were active outside so that when they were studying at postgraduate, they were even more supportive of their profession, because alumni of the KPI study program were widely used in various lines of entry.

From the results of interviews that have been carried out in the field of Study Program. Must be emphasized and must add communication experts to become educators or lecturers who teach in Study Programs KPI. because the lecturers are still lacking as communication experts.

It is also often found that a small number of lecturers teach Study Program students. KPI is still the same as at the undergraduate level, there are even lecturers who teach Postgraduate students still *Da'wah* material, not communication material, so they do not support the course itself. In accordance with the results of interviews that have been carried out.

### D. Conclusion

The analysis of the results that have been carried out in the field, it shows several conclusions including:

Until May 2020, there were ±175 graduates of the Islamic communication and broadcasting study program, most of them spread across various regions. In accordance with the graduate outputs proclaimed in the vision, mission and objectives of the study program, graduates of the Islamic communication and broadcasting study program are designed to become political communication practitioners. To find out whether the output is in accordance with the alumni profile, this study tracer was carried out.

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From the results of the studies that have been carried out, provide and explain the profile and characteristics of graduates from KPI Study Program alumni. This study tracer has also been used to get maximum input from users, as well as get input on materials that are tailored to the needs in the workplace. So that the results of this study and input can later be used to improve the curriculum in the Study Program. KPI in the future so that it is maximal in achieving study program development. KPI in the future, as in accordance with the vision and mission of the Postgraduate UIN Ar-raniry Study Program KPI.

The tracer study conducted in 2020 is focused on knowing the characteristics of graduates and the level of user satisfaction. Not all of the existing alumni have the willingness to fill out the questionnaire that has been sent, so for this year's study tracer, the number of alumni who have participated in the study that has been carried out is from the department for study program development future KPI.

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