



## Socialization of e-Tracer Study for College Alumni

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**Abstract:** *This activity aims to provide alumni understanding regarding the importance of mapping graduates as one of the standards for measuring the quality of a university. Socialization activities are carried out using the method of implementing service activities consisting of 3 stages, namely; 1) Observation, 2) Seminar and Training, and 3) Evaluation and Reflection. Socialization activities have an impact on alumni understanding regarding graduate mapping, which is very important to do as one of the standards for measuring the quality of a university. The participants involved did not meet the team's expectations, 100 people were planned but only 43 people participated, this became a reference in increasing understanding efforts for graduates before what every university management must do before students complete higher education.*

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## Introduction

Tracer study is a method used by universities to track alumni in terms of work after graduating from college, tracer study is one of the activities that must be carried out by all universities in Indonesia as a form of supervision of graduates that have been produced by universities [1,2]. The results of the search study can be used as a measuring tool to see the competencies of the world of work, the shortcomings of graduates, the weaknesses of the curriculum that has been used so far, and the expectations of alumni towards their alma mater related to future education [3]. The development of this tracer study can also analyze the results of graduate and graduate users and will later produce a recommendation from the achievement of alumni tracking [4,5]. Previously, the service team had conducted research related to the design of the tracer study, but the alumni's lack of understanding regarding graduate mapping caused the e-tracer study application to not be fully completed. The hope of this activity is that alumni understanding related to graduate mapping is very important to do as



one of the standards for measuring the quality of a university [1,3].

Alumni are a very valuable asset for an educational institution. Alumni reflect the success of an educational institution in carrying out the teaching and learning process at the institution [6,7]. Management of alumni is not only carried out after students finish their studies, but also long before students conduct their trial or final exam. Even the process of managing alumni preparation must also be carried out at the beginning of students entering an institution. The management is not only in terms of lectures but also in terms of preparing students to face the period after graduating from an institution. An example is preparing how to make students understand the process of job search and test, the process of further study, entrepreneurship, and other things that may not be obtained while in lectures. E-Tracer can measure and track the performance of graduates so that clear indicators can be obtained about the number, profile, and so on [8,9]. Tracer study is the study of graduates of higher education institutions [10,11,12]. Other frequently used terms are "Graduation Survey", "Alumni Researches", and "Follow-up Study" [13,14]. For alumni, the E-Tracer System is the right step to overcome existing problems, because the E-Tracer alumni system can be accessed by prospective alumni and stakeholders who want to view alumni database information anywhere and anytime connected to the Internet [15].

## Method

### a. Activity Implementation Method

Socialization activities are carried out using the method of implementing community service consisting of 3 stages, namely; 1) Observation, 2) Seminar and Training, and 3) Evaluation and Reflection [16].

### b. Effective Time of Activity Implementation

The activity was carried out on January 29 2022, the activity involved alumni from universities in Banda Aceh City.

### c. Activity Place

This activity is carried out online using the media zoom meeting, the activity also targets 100 participants who come from university graduates in Banda Aceh City.

## Result

The activity will be held on January 29, 2022, it is planned to involve 100 participants who come from university graduates in Banda Aceh City. This activity is carried out online using the media zoom meeting. There were 43 participants, which was far from the planned target of 100 people. The socialization activity team involved AMIK Indonesian lecturers and the Serambi Mekkah University who were members of the Community Service Team. At the initial stage, there were initial talks and introductions between the PKM team. The purpose of holding initial observations is to explore the problems and needs of alumni and the understanding of the community of college graduates in Banda Aceh City. Based on the observations and evaluations carried out during the activity, it is known that the PPM activity has been successfully carried



out with training materials carried out for 1 day.

1) Supporting factors

The supporting factor in carrying out this training program is the existence of financial support from AMIK Indonesia and the Serambi Mekkah University as well as the existence of a meeting room that is equipped with facilities such as a zoom meeting package.

2) Obstacle factor

In principle, no significant inhibiting factors were found. However, the problem is the internet connection which makes the participants unable to be effective in the activities, but we have prepared YouTube live streaming as an alternative for participants.

3) Evaluation

The material session in its implementation went very well. In the first hour, participants were very enthusiastic about participating in the activity until the end. Another indicator is that the atmosphere looks lively with a question and answer session and discussion between PKM implementers and participants who take part in this activity. And it is known that the alumni understanding index is categorized quite well, with an average score of 70.

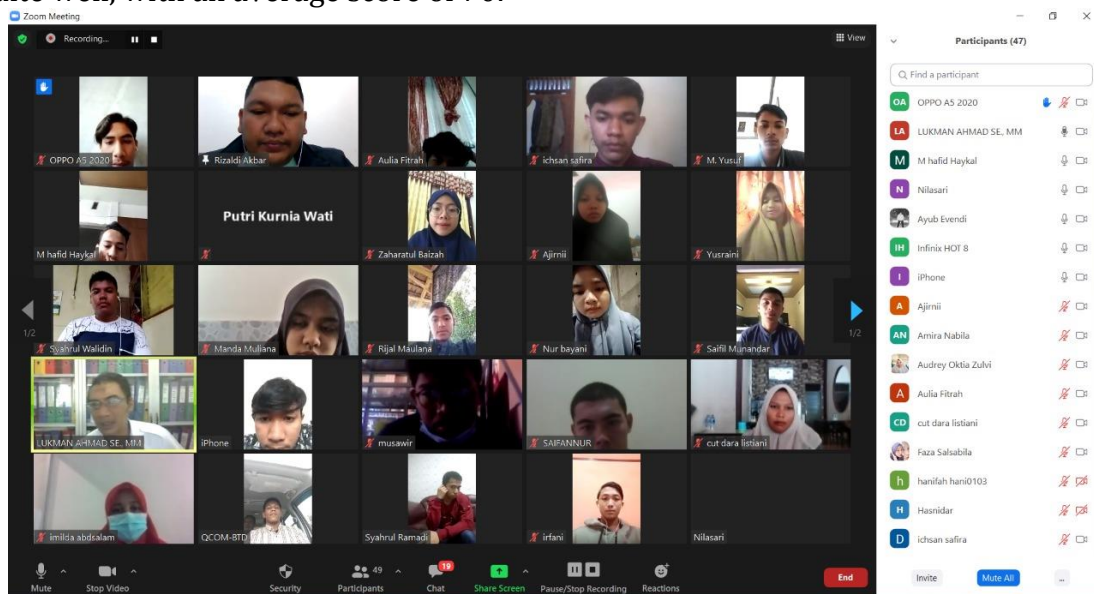


Figure 1. Activities Via Zoom Meeting

## Discussion

Socialization activities have an impact on alumni understanding regarding graduate mapping, which is very important to do as one of the standards for measuring the quality of a university. Activities that take place online are a good tool or medium for participants to use. The participants involved did not meet the team's expectations, 100 people were planned but only 43 people participated, this became a reference in increasing understanding efforts for graduates before what every university management must do before students complete higher education.



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## Conclusion

E-tracer study has been used as a data collection tool for graduates by applying a questionnaire to be filled out by alumni. However, the e-tracer study is also expected to be able to provide a decision and measure graduates by developing an expert system with several methods in the application. Socialization activities are carried out using the method of implementing service activities consisting of 3 stages, namely; 1) Observation, 2) Seminar and Training, and 3) Evaluation and Reflection. Socialization activities have an impact on alumni understanding regarding graduate mapping, which is very important to do as one of the standards for measuring the quality of a university. The participants involved did not meet the team's expectations, 100 people were planned but only 43 people participated, this became a reference in increasing understanding efforts for graduates before what every university management must do before students complete higher education.

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