



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 2 Tahun 2023 Page 9856-9867

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## Cooperation and Communication Management of Vocational High School Internship Program with World Business Industry

Waradzi Mustakim<sup>1✉</sup>, Nizwardi Jalinus<sup>2</sup>, Jonni Mardizal<sup>3\*</sup>

Technical and Vocational Education and Training, Faculty of Engineering,  
Universitas Negeri Padang

Email: [jonni.mardizal@ft.unp.ac.id](mailto:jonni.mardizal@ft.unp.ac.id)<sup>1✉</sup>

### Abstract

The goal of this study was to ascertain how apprenticeship programs in vocational high schools would be managed in terms of cooperation and communication. Research is conducted using descriptive qualitative methods. Techniques for gathering data include observation, interviews, and documentation studies. Techniques for data analysis include data reduction, data display, inference, and recommendation gathering. The findings revealed: (1) management of school partnerships with business and industry in the Computer and Network Engineering Department at SMK Negeri 1 Tilatang Kamang; (2) forms of partnership such as curriculum adaptation to business and industry, apprenticeships, vocational competency testers, employment by business and industry, and industrial visits; (3) Factors encouraging the partnership include a shared vision and mission, mutually beneficial interests between schools and business and industry, the school committee's ability and support, and the availability of facilities and infrastructure. (4) Factors inhibiting partnerships include divergent perspectives between schools and business and industry, the presence of ineffective teachers, a lack of time and money, and other factors. (5) Strategies for overcoming challenges include opening lines of communication, looking for funding, enlarging the network of partners, and offering internships to students.

Keywords: Cooperation, Internship, Communication, Vocational High School

## Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana program pemagangan di sekolah menengah kejuruan akan dikelola dalam hal kerjasama dan komunikasi. Penelitian dilakukan dengan menggunakan metode deskriptif kualitatif. Teknik pengumpulan data meliputi observasi, wawancara, dan studi dokumentasi. Teknik analisis data meliputi reduksi data, display data, inferensi, dan pengumpulan rekomendasi. Hasil penelitian mengungkapkan: (1) pengelolaan kemitraan sekolah dengan dunia usaha dan industri di Jurusan Teknik Komputer dan Jaringan SMK Negeri 1 Tilatang Kamang; (2) bentuk kemitraan seperti adaptasi kurikulum ke dunia usaha dan industri, magang, pengujian kompetensi vokasional, penempatan kerja oleh dunia usaha dan industri, dan kunjungan industri; (3) Faktor pendorong kemitraan antara lain kesamaan visi dan misi, kepentingan yang saling menguntungkan antara sekolah dengan dunia usaha dan industri, kemampuan dan dukungan komite sekolah, serta tersedianya sarana dan prasarana. (4) Faktor penghambat kemitraan antara lain perbedaan cara pandang antara sekolah dengan dunia usaha dan industri, keberadaan guru yang tidak efektif, kurangnya waktu dan uang, dan faktor lainnya. (5) Strategi mengatasi tantangan antara lain membuka jalur komunikasi, mencari pendanaan, memperluas jaringan mitra, dan menawarkan magang kepada mahasiswa.

Kata kunci: *Kerjasama, Magang, Komunikasi, SMK*

## INTRODUCTION

The world of education in Indonesia is experiencing more challenging and complex issues as we go into the period of the industrial revolution 4.0 and Society 5.0 (Mardizal et al., 2021). The evolution of education is currently moving towards a period of constant technological advancement, necessitating modifications to the educational system to better meet the needs of the labor market (Haqqi et al., 2019). It is impossible to disregard the influence that the educational sector had in creating these resources. The demands of the labor market must be reflected in educational curricula (Larasati, 2018). The general public also consumes the goods that the business world produces (Jalinus, 2023). In this way, achieving national education goals will have meaning thanks to the educational and training processes (Yuliana et al., 2021).

Vocational High School is one of the secondary education levels that focuses on preparing graduates to be ready for the workforce. Vocational education is a component of the educational system that makes a person more capable of working in a particular group of jobs or one field of work than in other fields of work (Munthe et al., 2021). As long as the subject of study is studied in depth and this depth is meant to serve as a preparation for entering the workforce, each field of study is vocational education (Abdillah, 2020). Using the National Education System Law No. 20 of 2003 as a guide, article 3 discusses the objectives of national education, and Article 15 is explained, according to which vocational

education is secondary education that prepares students specifically for employment in a particular field (Irwanto, 2022).

The evidence demonstrates that excessive unemployment continues to be a problem for educational development because of the disparity between educational production and employment and the accessibility of formal employment (Arsyillah, 2019). Where the labor force keeps expanding year after year but there aren't enough jobs to go around (Mardizal et al., 2023). According to the Central Bureau of Statistics report for August 2022, 5.85% of Indonesia's 143 million working population is currently unemployed. The Open Unemployment Rate for Vocational High Schools is 9.42 percent, which is the highest among all education levels.

The high percentage of unemployment among graduates of vocational high schools or other vocational education programs typically results from a mismatch between the product of these institutions and the demands of the business community and the expanding industrial sector (Utomo, 2021). Therefore, initiatives are required to boost SMK graduates' competency so that they are better equipped to enter the workforce (Miladiah, 2021). Establishing a link-and-match policy, particularly in secondary vocational education, allows for collaboration with business and industry in fostering and developing the potential of students in the field, and is one of the efforts made to raise the caliber of graduates from vocational education (Erlinawati, 2020).

In attempts to develop procedures that are effective for pupils, a synergistic interaction between schools and the commercial and industrial sector is a highly helpful condition (Mulyasa, 2022). The primary objective of a school curriculum and the business and industrial worlds is to provide pupils with the necessary abilities (Huda et al., 2023). A service that is directly tied to community needs is the supply of transferable skills (Jalinus, 2020). School graduates can naturally be fully absorbed by the world of business and industry if educational institutions and the business and industry provide skills training to community demands (Mustakim, 2023). We genuinely anticipate circumstances like these from the teaching and learning process at vocational schools.

Management of cooperation and communication in a school can be seen as a special process that entails decisions involving managerial tasks like planning, implementing, and evaluating/controlling activities carried out to control a relationship between educational institutions and the business and industrial world (Lestari et al., 2019).

According to Patriansyah et al. (2023), these management functions are a collection of body parts that are managed so that they can perform their roles in accomplishing organizational goals. To accomplish this and improve the competency of the graduates they

generate, schools must be innovative in creating ways of collaboration and communication with businesses and industry (Succi et al., 2020).

Through the implementation of school collaboration and communication with the workplace, specifically in the form of Production and Services Unit working groups and Special Work Bureaus or other groups (Azman et. al., 2020), school collaboration and communication with the business and industrial world can be realized in vocational high schools. Collaboration and communication can be created to receive feedback or benefits for both parties if there is a relationship between schools, businesses, and industry (Yazan et al., 2020). For instance, schools can raise the caliber of graduates who are prepared to pursue further education and enter the business and industrial worlds (Anisah et al., 2020). Cooperation and communication between schools and the business and industrial worlds is a type of welfare for both parties, namely boosting the business world's quality and raising the competence of students who are absorbed in the industrial world (Basri et al., 2023).

According to the findings of interviews with the Head of the Computer and Network Engineering Expertise Program at SMK Negeri 1 Tilatang Kamang, the Computer and Network Engineering Department at that school is currently facing the following issues and challenges: (1) There is a fair amount of public interest in parents registering their children for classes at the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang each year; (2) The business and industrial world, particularly for the Department of Computer and Network Engineering in the Agam Regency, West Sumatra, is small or scarce; and (3) (3) A lack of productive teachers majoring in Computer and Network Engineering for Vocational High Schools, which can have an impact on the ongoing learning process; (4) A lack of cooperation and communication with companies, government agencies, the business world, and industry in the implementation of apprenticeship programs, specifically the creation of synergies between Vocational High Schools and industry. This is obvious in the implementation of the Internship Program, where schools frequently struggle to locate partner institutions ready to accept these industrial work practice activities. Some willing institutions may embrace cooperation and communication under a range of tough situations.

Based on the foregoing, it is deemed necessary to research the management of cooperation and communication between schools and the worlds of business and industry to improve graduate quality so that vocational high school graduates have guaranteed absorption in the job market. This study focuses on the management of school collaboration and communication with the business and industrial world in the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang in terms of planning, organizing, implementing, and evaluating forms of cooperation and communication, supporting and

inhibiting factors of cooperation and communication, and how to overcome obstacles in cooperation and communication.

## RESEARCH METHOD

The research method employed is descriptive research backed up by qualitative data. Descriptive research, according to Rukajat (2018), is a research study used to describe events connected to a subject or population to estimate the proportion of the population that possesses particular characteristics. According to Anggito et al (2018), the primary goal of descriptive research is to provide a detailed image of a scenario as well as to answer questions such as who, when, where, and how. Because this research aims to depict problems connected to the administration of school collaboration and contact with the commercial and industrial world that run in the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang, descriptive research was chosen.

According to Abdussamad (2021), qualitative data study will yield data in the form of words rather than a sequence of figures. Data can be gathered in a variety of ways (observation, interviews, extracts, papers, recordings) and is typically handled through recording, typing, editing, or transcribing.

In this study, interview approaches, observation, and documentation studies were used. Researchers used a combination of structured and unstructured interviews to gather as much information as possible about the management of cooperation and communication between the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang and the business and industrial world, as well as their impact on the competence of the graduates produced, in this study. Observations were made by monitoring and recording partnership management between SMK Negeri 1 Tilatang Kamang's Computer and Network Engineering Department and the business and industrial world in terms of planning, organizing, implementing/directing, and assessing. The obtained data is evaluated utilizing analytical techniques such as (1) data reduction, (2) data presentation/display, and (3) verification or conclusion.

## RESULT AND DISCUSSION

The following research findings were obtained from the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang addressing the management of school collaboration and communication with the corporate world and industry in enhancing student competence:

## Management of Cooperation and Communication

### 1. Planning

The Computer and Network Engineering expertise program at SMK Negeri 1 Tiltang Kamang is now in the planning stages of creating connections with the corporate and industrial world. 1) Incorporating components of school cooperation and communication with the commercial and industrial worlds into the vision, mission, and school objectives. 2) Developing cooperation and communication programs for school work plans and medium-term school plans 3) Conducting internal and external school analysis 4) Development of management frameworks for collaboration and communication with the rest of the world and industry 5) Business and industrial world selection and sorting 6) School engagement and contact with the business and industrial world submission 7) Full school collaboration facilities with the business and industry world.

Various actions linked to school collaboration and communication with the business and industrial world have previously been carried out and then analyzed to decide the next steps be taken at this planning stage. These activities were carried out through school management discussion forums as well as brainstorming from interested parties such as teachers, staff, students, and representatives from the commercial and industrial world. Another intriguing finding was that in conducting the analysis and evaluation of school partnerships with the business and industrial world, it was discovered that only studies were used based on whether the activity was good or not so that if it was deemed good, the collaboration could be continued with several accompanying considerations.

According to the findings of the research at the planning stage, what is meant by analysis activities here is an evaluation of existing activities, not an analysis of the strengths, weaknesses, opportunities, and threats that can be used in determining the form or partnership program to be carried out, such as a SWOT analysis. The absence of such analysis activities will impact the forms or programs carried out, the majority of which will be repetitions of previously successful programs. There have been no new activities discovered as a result of the school's internal and external analysis operations.

### 2. Organizing

The collaboration and communication activities between the school and the business world and industry are carried out by forming a team or working group in charge of industrial relations with its key tasks and functions. This is done to allow managers to work professionally while avoiding the need for several posts. The school principal and deputy's head developed a working group, namely the Industrial Work Practice Team and the Special Job Exchange Team, to focus on curriculum and public relations/industry connections. This

team works with many parts of the school as well as the corporate and industrial world to ensure the smooth operation and implementation of collaboration.

Based on the documentation study, the forms of organizing the cooperation included documents or archives in the form of Decrees on the Division of Tasks or Formation of Working Group Teams or committees, the organizational structure of cooperation and communication of the Department of Computer and Network Engineering SMK Negeri 1 Tilatang Kamang, and the Department of Computer and Network Engineering SMK Negeri 1 Tilatang Kamang.

### 3. Actuating

The following are some of the actions taken to direct or carry out communication and cooperation with the business and industrial world in the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang: (1) providing ready-to-use human resources in cooperation with the business and industrial world, be it teachers and students in carrying out cooperation in various forms of activity. (2) Obtain adequate funding from existing and reliable financial sources to be used in the implementation of cooperation. (3) Finish constructing the school buildings so that students can use them to assist in the implementation of collaboration with the commercial and industrial world.

Data on the hiring of teachers and staff members who were involved in the implementation of cooperation and communication between the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang with the business and industrial world was obtained through a documentation study. The organizational structure for collaboration and communication between the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang and the business and industrial world may be seen in the paper as a team or committee decision.

### 4. Controlling

The following criteria are used to evaluate the success of the management of the collaboration between the Computer and Network Engineering Department of SMK Negeri 1 Tilatang Kamang and the business and industrial world: (1) screening student aspirations; (2) evaluating the outcomes of student presentations; (3) evaluating reports from related teams or teachers supervisor regarding school and business and industry cooperation and communication; and (4) alignment or renewal.

To conclude the findings of the analysis, the evaluation was conducted in a meeting setting utilizing the brainstorming method. Additionally, the following procedures are used to conduct evaluation and assessment: (1) To determine whether the programs included in the Memorandum of Understanding are active or not, monitoring data is examined. (2) If there is a divergence, coordination between business and industry is done, and decisions are made for the benefit of everybody. (3) The school will reward the business and industry world if there is an excess because they offer better scores. (4) Changes brought about by the MoU that have enhanced quality and collaboration in business and industry.

### Forms of Cooperation and Communication

In the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang, school cooperation and communication with business and industry takes the following forms: (1) reviewing and adapting the curriculum to the needs of business and industry; (2) apprenticeship for students; (3) apprenticeship for teachers; (4) implementing vocational competency exams; (5) community service and CSR initiatives. (6) Graduates are accepted into the business and industrial sector; (7) businesses are visited; (8) collaborative activities are carried out at certain events.

Through a documentation study, it was discovered that the Industrial Work Practice Programs, Vocational Competency Tests, and Special Job Exchanges that handle job openings for graduates and alumni were the forms of cooperation carried out in the Computer and Network Engineering Department at SMK Negeri 1 Tilatang Kamang so far with the business and industrial world. Collaboration with several organizations, such as ISP providers, Service Centers, and web marketing firms, is used to carry out industrial work practice tasks. The administration of vocational competency tests is done by professionals, specifically by several teachers from SMK Negeri 1 Tilatang Kamang who serve as examiners. This school is an LSP P1 Professional Certification Institution.

### Factors Supporting Cooperation and Communication

Several factors support the development of cooperation between the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang and the Business and Industry World, including (1) the shared vision and mission of the school and the business and industrial world; and (2) the mutually beneficial nature of the interests of the school and the business and industrial world. (3) The school committee's capability and support; (4) The presence of suitable infrastructure and amenities.

According to the findings of the documentation study, the school committee was engaged in educational collaboration with the business and industrial world. The organizational structure created through collaboration, such as in the Team or Committee Decree, provides evidence of this. Committees are also present in meetings or discussion forums for activities that involve school partnerships with the corporate and industrial spheres. The attendance list for meeting activities and meeting minutes serves as proof of this. Photos and other documentation of the school's current facilities that support student practice serve as proof of the infrastructure and amenities that the school provides.

#### Factors Hindering Cooperation and Communication

Some of the deterrents discovered are as follows: (1) the divergence in focus between schools and business and industry, wherein the former places a greater emphasis on educational matters while the latter places a greater emphasis on profit; (2) the scarcity of businesses and industries near schools; (3) the distance between business and industry, which is far from schools; (4) the ability of business and industry to accommodate the number of applicants. There aren't many effective pharmacy educators in this situation.

#### Overcome Barriers in the Cooperation and Communication Management

According to the study's findings, the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang is taking the following steps to overcome obstacles in its cooperation and communication management with the business and industrial world: (1) selection and equalization of orientations that go hand in hand without ignoring the benefits of both parties cooperating; and (2) establishing communication regarding time adjustments. (4) Develop partnerships with more commercial and industrial sectors, or widen networks of partnerships; (5) Rotate or roll out apprentice students.

### CONCLUSION

Based on the findings of a study on cooperation management and public relations communication strategies for industry cooperation with the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang, it can be concluded that the Department of Computer and Network Engineering at SMK Negeri 1 Tilatang Kamang manages cooperation and communication with the world of work and industry by implementing a variety of strategies. (1) School partnership management with the corporate and industrial worlds at SMK Negeri 1 Tilatang Kamang's Department of Computer and Network Engineering; (2) Partnership formats, such as curriculum modifications to reflect the needs of business and industry, apprenticeships, vocational competency assessments, employment by business and industry, and industrial visits; (3) Partnership-supporting

elements, such as a shared vision and mission, shared interests between schools and business and industry, the capacity and support of the school committee, and the accessibility of facilities and infrastructure; (4) The barriers to partnerships include the divergent perspectives of schools and the business and industrial worlds, the proportion of ineffective teachers, the scarcity of time and money, the distance between schools, the bare minimum of business and industrial worlds, and the capacity of the business and industrial world. (5) Strategies for overcoming challenges, including developing channels of communication, looking for funding, enlarging the network of partners, and implementing internship programs for students.

More study can be done by broadening the topic and concentrating not only on one school but also on several schools both locally and nationally. This analysis can also be utilized as a resource and a study to bring understanding to how collaboration and communication are managed in the apprenticeship program and how it relates to the commercial and industrial sectors in vocational high schools.

#### REFERENCES

- Abdillah, F. (2020). *Rekognisi Pembelajaran Lampau pada Pendidikan Guru Kejuruan*. Cerdas Ulet Kreatif Publisher.
- Abdussamad, H. Z., & SIK, M. S. (2021). *Metode penelitian kualitatif*. CV. Syakir Media Press.
- Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher).
- Anisah, N., Triana, D. D., & Sutisna, A. (2020). Link And match pendidikan sistem ganda dalam program praktek kerja industri smk islam terpadu. In *Prosiding Seminar Nasional Pascasarjana* (Vol. 1, No. 01, pp. 354-359).
- Arsyillah, R. M. (2019). *Analisis Peran Pendidikan Dan Ketenagakerjaan Terhadap Ketimpangan Distribusi Pendapatan Indonesia* (Bachelor's thesis, Fak. Ekonomi dan Bisnis Uin Jakarta).
- Azman, A., SIMATUPANG, W., Karudin, A., & Dakhi, O. (2020). Link and match policy in vocational education to address the problem of unemployment. *International Journal Of Multi-Science*, 1(07), 76-85.
- Basri, H., Thohri, M., & Malik, A. (2023). Manajmen Kerjasama Sekolah Dengan Dunia Usaha Dan Dunia Industri Dalam Meningkatkan Kompetensi Siswa di SMK N 2 Selong Lombok Timur. *Jurnal Ilmiah Mandala Education*, 9(1).
- Erlinawati, E. (2020). *ANALISIS IMPLEMENTASI KEBIJAKAN REVITALISASI SMK DALAM BIDANG PENGUATAN KERJASAMA INDUSTRI DI SMK MUHAMMADIYAH 1 KOTA MALANG* (Doctoral dissertation, Universitas Muhammadiyah Malang).

- Haqqi, H., & Wijayati, H. (2019). *Revolusi industri 4.0 di tengah society 5.0: sebuah integrasi ruang, terobosan teknologi, dan transformasi kehidupan di era disruptif*. Anak Hebat Indonesia.
- Huda, Y., Tasrif, E., Saragih, F. M., Mustakim, W., & Vebriani, N. (2023). Meta Analisis Pengaruh Media E-Learning terhadap Hasil Belajar pada Pendidikan Kejuruan. *Journal on Education*, 5(2), 2808-2820.
- Irwanto, I. (2022). TINJAUAN SECARA DESKRIPTIF TEORI PROSSER DALAM RANGKA MENINGKATKAN KUALITAS KURIKULUM DI SEKOLAH MENENGAH KEJURUAN DI INDONESIA. *Natural Science Education Research*, 447-462.
- Jalinus, N., & Efendi, R. (2020). Development of work-based learning (WBL) learning model in heat transfer courses. In *Journal of Physics: Conference Series* (Vol. 1481, No. 1, p. 012113). IOP Publishing.
- Jalinus, N., Haq, S., & Kassymova, G. K. (2023). Work-based learning for the engineering field in vocational education: Understanding concepts, principles, and best practices. *Journal of Engineering Researcher and Lecturer*, 2(1), 9-17.
- Larasati, S. (2018). *Manajemen sumber daya manusia*. Deepublish.
- Mardizal, J., & Narwansyah, R. H. (2023). Pengaruh Covid-19 terhadap Pelaksanaan Praktek Kerja Industri Siswa Teknik Bangunan SMK N 1 Sumbar. *CIVED*, 10(1), 241-248.
- Mardizal, J., & Tarmizi, M. (2021). Efforts to Improve Student Learning Outcomes by Applying the Stad-type Cooperative Learning Model. *Jurnal Inovasi Penelitian*, 2(6), 1677-1684.
- Miladiah, S. S., Syaodih, C., & Permadi, D. (2021). Manajemen Pembelajaran Teaching Factory Dalam Meningkatkan Kompetensi Lulusan SMK Negeri 3 dan SMK Negeri 15 di Kota Bandung. *PeTeKa*, 4(3), 441-454.
- Munthe, F., & Mataputun, Y. (2021). Analisis kerjasama sekolah dengan dunia usaha dan dunia industri dalam meningkatkan mutu lulusan sekolah menengah kejuruan. *Jurnal Penelitian Pendidikan Indonesia*, 7(2), 312-319.
- Mustakim, W., Witari, I., Ambiyar, A., & Ridhani, D. (2023). The Effect of Fieldwork Practices and Self-Confidence on Work Readiness of Vocational High School Students. *Jurnal Pendidikan dan Konseling (JPDK)*, 5(1), 2580-2591.
- Patriansyah, W., Harianja, N., & Lona, R. T. (2023). Implementasi Sistem Informasi Manajemen Dalam Mendukung Pelayanan Administrasi Pada Sekolah Menengah Kejuruan Negeri 1 Kota Padangsidempuan. *JURNAL RISET MANAJEMEN DAN EKONOMI (JRIME)*, 1(1), 59-75.
- Rukajat, A. (2018). *Pendekatan penelitian kuantitatif: quantitative research approach*. Deepublish.

- Succi, C., & Canovi, M. (2020). Soft skills to enhance graduate employability: comparing students and employers' perceptions. *Studies in higher education, 45*(9), 1834-1847.
- Utomo, W. (2021). Paradigma Pendidikan Vokasi: Tantangan, Harapan Dan Kenyataan. *Almufi Journal of Measurement, Assessment, and Evaluation Education, 1*(2), 65-72.
- Yazan, D. M., & Fraccascia, L. (2020). Sustainable operations of industrial symbiosis: an enterprise input-output model integrated by agent-based simulation. *International Journal of Production Research, 58*(2), 392-414.
- Yuliana, B., Fitria, H., & Martha, A. (2021). Implementasi Pelaksanaan Praktik Kerja Lapangan Di SMK Unggul Negeri 2 Banyuasin III. *Jurnal Pendidikan Tambusai, 5*(3), 6350-6360.