

Information and Communication Technology: Social Networking Sites in Career Centers in Vocational High Schools

Efri Meldianto, Sukardi, Didik Rohmanto



Abstract: This study aims to analyze information and communication technology used by career center institutions in vocational high schools. Career centers in vocational high schools are institutions whose job is to manage graduates by conveying important information about employment.

The method used in this research is descriptive. This research involved 9 vocational high schools. Respondents in this study are the heads of career center institutions in vocational high schools. The selection of vocational high school research samples uses the Stratification Sampling technique. The tool used to collect data is a questionnaire.

The results of the study found that at career centers in vocational high schools do not use SMS gateways in conveying information, using websites by 43%, tweeters by 71%, yahoo mail and Gmail by 0%, Instagram by 100%, Facebook by 100%, telegrams by 19%, and WhatsApp by 100%. The advantage obtained from the use of social media in vocational high schools is the ease of use criteria with a value of 96%, the ease of interacting with alumni criteria is obtained a score of 92% and the student response criteria of 78%. While the use of social media has disadvantages including students giving responses that are not following the information provided, must be prepared to answer many questions raised by students, and can create content to deliver on social media.

Keywords: Social Networking Sites, Career Centers, Vocational Colleges.

I. INTRODUCTION

Vocational high schools are responsible for the preparation of reliable middle-level human resources, following work needs and must be able to develop innovations in meeting the needs of the workforce and realize the expectations of job seekers (<http://bkk.ditpsmk.net>). Graduates from vocational high schools are then channeled to the industry through career centers available at vocational high schools. Career centers are institutions in the form of vocational high schools in government-owned schools and private schools whose job is to channel graduates from vocational high schools by providing services and information on job vacancies, marketing executives, distribution, and placement of workers.

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Career center institution is an institution formed in vocational high schools, acts as an institution that provides information services, marketing of vocational high school graduates, channeling and placement of graduates from vocational high school, in addition to being a school institution, career center in high schools Vocational training is also part of the Ministry of Manpower and Transmigration (bkk.ditpsmk.net).

The popularity and growth of social networking sites (SNS), especially among Z-generation vocational high school students, make it a logical tool for career centers in vocational high schools to connect with students. Delivery of online services to students is a feasible way to meet students' career development needs (Venable, 2010). The Indonesian government has created a website, <https://bkk.ditpsmk.net/>, which is an example of a site that provides information about jobs, facilities for career center managers at vocational high schools to manage graduate management, and provides information on the number of workers work that has worked in an area (bkk.ditpsmk.net, 2019). Vocational high school students in this era were known as the Z-generation, millennial, or Net generation. Generation-Z or millennial generation students have used digital devices in their daily activities, for example, digital devices used are smartphones. In a study of high school, students showed that the majority of vocational high school students already have computers but more of them have Android smartphones (Wulandari, 2018). Digital technology such as smartphones has become an important part of Z-generation or millennial generation activities.

The use of smartphone technology on activities every day has increased the activity of information accessibility whenever and wherever. A study showed that the frequency of access to information and services 24/7, i.e. 24 hours a day, 7 days a week (Shier, 2005). The ease of use of smartphones makes students able to access digital information without time restrictions. Vocational high school students belonging to the Z-generation or millennial generation show that they are comfortable using technology to access information, this is a potential that can be utilized by every career center manager to communicate and convey information to vocational high school students.

Indonesian people like to use social media, do social media activities during breaks, work or after finishing work.



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The results of the publication of the social networking site Facebook provider said that every day 33 million Indonesians access Facebook, and 28 million of them access Facebook from mobile devices (Deliusno, 2013). Facebook users are dominated by the age group of 18-24 years with a percentage

of 20.4 percent are women and 24.2 percent are male, while total monthly active Instagram users in Indonesia reach 53 million with a percentage of 49 percent women and 51 percent are men. (Pertwi, 2018).

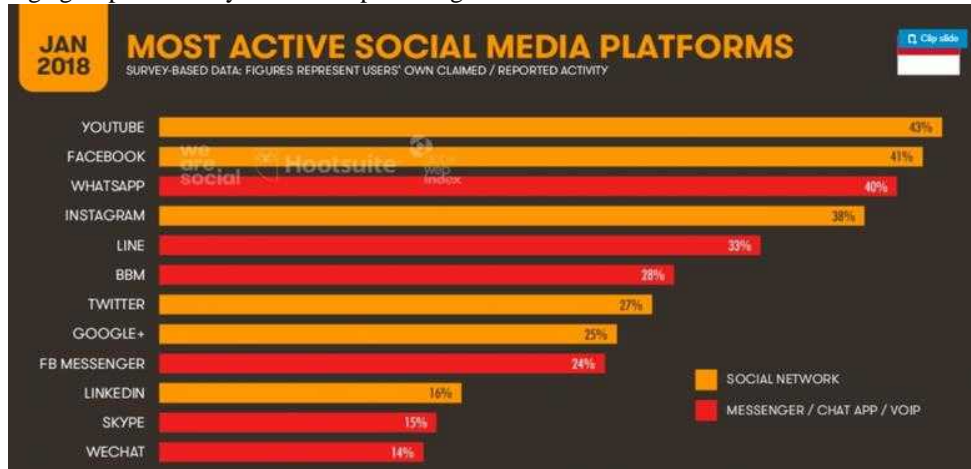


Figure 1. Most active social media platforms

The results of other studies indicate that the average Indonesian spends three hours 23 minutes a day to access social media. of Indonesia's total population of 265.4 million, active users of social media reach 130 million with 49 percent penetration. As many as 120 million Indonesians use mobile

devices, such as smartphones or tablets to access social media, with 45 percent penetration. Within a week, online activity on social media via smartphones reached 37 percent.

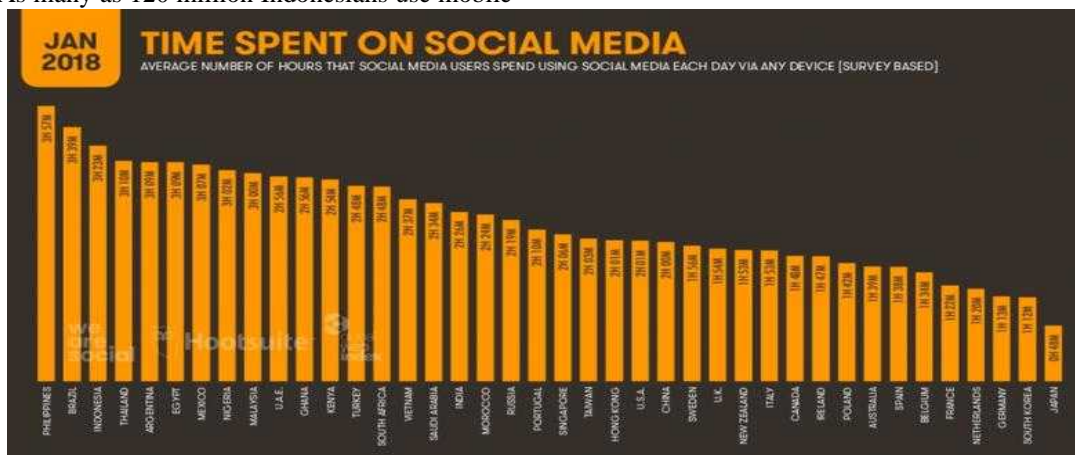


Figure 2. Tim spent On social media

The results showed that the intensity of the use of social media in Indonesia is very high so that it makes an opportunity that can be utilized to be able to make it a media to be able to communicate.

Social networking sites are defined as web-based services that allow individuals to be able to build public or semi-public profiles in a bound system, articulate a list of other users with whom they share connections, and view and traverse their list of connections and made by others in the system (Boyd & Ellison, 2010). The existence of social networking sites makes it easy for an individual to socialize, even with great distances. Someone will also easily build a profile that can be seen by the general public who also use the same type of social media.

There are many benefits to using social networking sites, including having many contacts and joining several groups, one can have access to their connections, resulting in an exponentially larger network (Osborn & Lofrisco, 2012). If it is connected with the career center in vocational high school,

then it will certainly be very beneficial and make it easier for the manager of the vocational high school to communicate with the alumni of the vocational high school.

Another thing that can be done through social networking sites is to build a business, business network, and promote the business that you have (Osborn & Lofrisco, 2012). Ease of an individual in accessing social media and activities on high social media will greatly facilitate the delivery of product information directly and quickly. Including if the career center in a vocational high school if it can guide students to be able to entrepreneurship in addition to working in the industry.

Many benefits can be obtained if a career center uses social media to deliver information

and conduct graduate organizations that have worked in the industry, or who have not yet worked. The importance of the use of social media in information delivery activities in this study will analyze to find out what kind of information technology is used by career center managers in vocational high schools to deliver information about job opportunities.

II. METHOD

This research uses descriptive research method. The study was carried out in 21 vocational high schools. With a total of 21 respondents namely heads of career center institutions in vocational high schools. The research location sample uses a stratified sampling technique. The research tool used to collect research data is a questionnaire.

III. RESULT AND DISCUSSION

To answer the research formulation, we asked the career center to identify what social media they used, and what advantages and disadvantages were obtained by using social media as a medium of communication with graduates. The following are the results of the research conducted

How do vocational high school career centers make use of social media?

The first aspect is about the type of social networking sites that are used by career centers in vocational high schools in delivering information about employment information, and about alumni activities. The following is a graph of the results of the study.

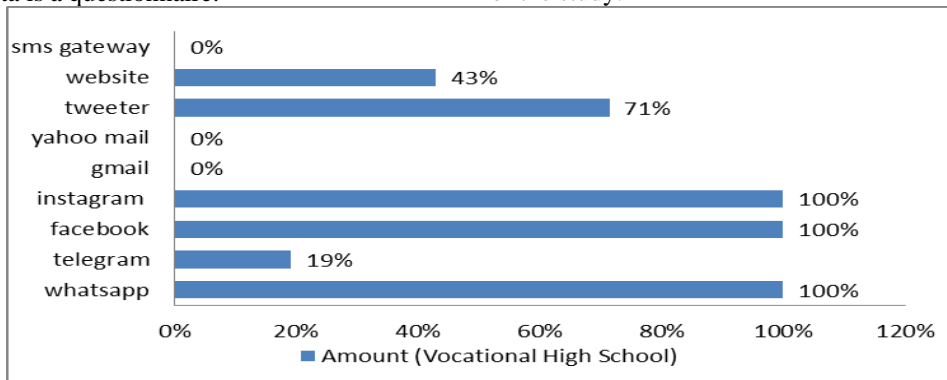


Figure 3. Graph of the number of social media uses at career center institutions

The results showed that career centers in vocational high schools did not use SMS gateways in conveying information, which used websites by 43%, tweeters by 71%, yahoo mail and Gmail by 0%, Instagram by 100%, facebook by 100%, telegrams by 19%, and WhatsApp as much as 100%. The results show that the types of social media that use more than 50% are tweeter, Instagram, Facebook, and WhatsApp.

While the lowest results are on SMS gateways, yahoo mail, Gmail which is not used to convey information.

Benefits and Drawbacks of SNS utilization

The second aspect is about the advantages and disadvantages of using social media used at career centers in vocational high schools. The following are the results of the research conducted.

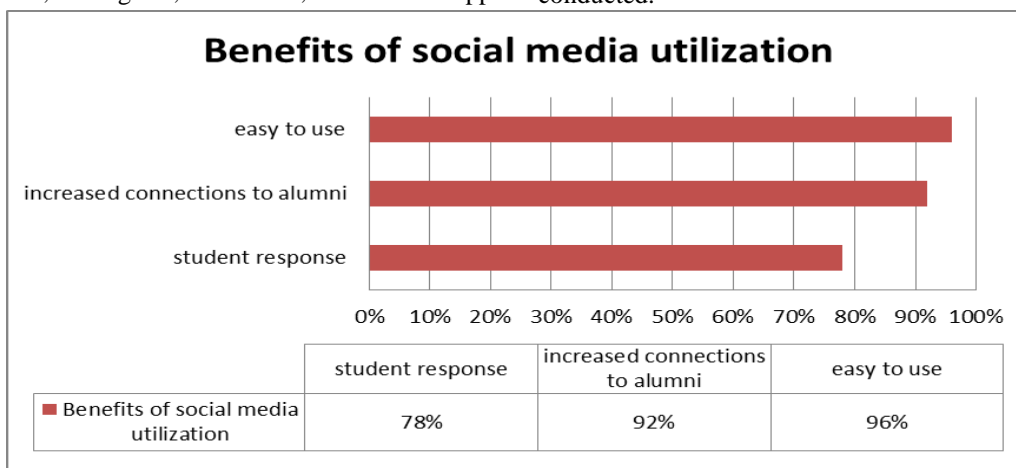


Figure 5. Benefits of social media utilization

The advantage obtained from the use of social media in vocational high schools is the ease of use criteria with a value of 96%, the ease of interacting with alumni criteria is obtained a score of 92% and the student response criteria of 78%. From these results it is known that social media is easy to use in conveying information, makes it easy to communicate with alumni, but in student responses, only a score of 78% is obtained, which means that not all students respond to or respond to information provided by a career center. While the results of the open questionnaire obtained conclusions including students giving responses that are not following the information provided, must be prepared to

answer many questions raised by students and can create content to convey on social media.

Career centers at vocational high schools do not use SMS gateways in conveying information, this is not surprising, because SMS gateways are short services, so the amount of data stored by SMS is very limited. For one SMS sent, it can only hold a maximum of 140 bytes or around 1120 bites (Pramono, 2010).



With the limited content and information that can be delivered, many vocational high schools do not use it. whereas the most widely used social networking sites are websites with a percentage of 43%, tweeters of 71%, yahoo mail, and Gmail by 0%, Instagram by 100%, Facebook by 100%, telegram by 19%, and WhatsApp by 100 %. This type of social media Facebook and tweeters are indeed widely used in career centers because of their ease in conveying information to students (Osborn & Lofrisco, 2012).

The ease of use criteria with a value of 96%, the ease of interacting with alumni scores a score of 92%, and the student response criteria of 78%, with the ease of possessing the career center at the vocational high school, should have used social media to deliver information to students, this is in accordance with other research recommendations which also recommend for career careers to create work programs that involve social media in the delivery of information (James P.Sampson, 2012). But in student responses only obtained a value of 78%, which means that not all students respond to or respond to information provided by a career center. While the results of the open questionnaire obtained conclusions including students giving responses that are not following the information provided, must be prepared to answer many questions raised by students and can create content to convey on social media.

IV. CONCLUSION

Information and communication technology that is widely used by career centers in vocational high schools is Facebook, Instagram, WhatsApp, Twitter. Managers of social networking sites at career centers check their information delivered on social media an average of 10-15 times a day. The use of social networking sites makes it easy for natural career centers to convey information to students. However, there are deficiencies which include the responses of students sometimes not in accordance with the context of the information conveyed, and must prepare content to be conveyed on social media.

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Efri Meldianto is a master of vocational education, completing a master's education at Yogyakarta State University. Has conducted research and development in vocational education. Has been awarded as the best paper at the national seminar "UNS Vocational Day 2017".



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