

Implementation of Alumni Cooperation Program Development with Polytechnic College of Administrative Sciences, State Administrative Institution Jakarta

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ABSTRACT

This research investigates the development and implementation of the alumni collaboration program at Politeknik Sekolah Tinggi Ilmu Administrasi Lembaga Administrasi Negara (STIA LAN) Jakarta. The background highlights the need for fostering stronger alumni connections with the institution to enhance educational quality, support, and career opportunities for graduates. The main objectives of the research are to evaluate the effectiveness of alumni engagement, examine challenges, and propose solutions for improving the collaboration program. The research utilizes a qualitative approach, focusing on literature reviews and data analysis to identify key aspects of alumni involvement, including communication platforms, alumni contributions to curriculum development, and career support programs. The results show that while the alumni collaboration program has the potential to strengthen institutional ties, several challenges persist, such as low alumni participation, limited awareness of the program's benefits, and an ineffective organizational structure. The study suggests that improvements in digital platforms, structured mentoring programs, and enhanced alumni recognition can foster stronger engagement and participation. Additionally, it emphasizes the importance of continuous evaluation to refine the program. The conclusion suggests that a well-implemented alumni collaboration program not only benefits alumni but also enhances the institution's reputation, supports curriculum development, and strengthens ties with the broader professional community. Thus, fostering sustainable alumni engagement is crucial for STIA LAN Jakarta's long-term growth and the success of its graduates in the workforce.

Keyword: Cooperation Program, Digital Platform, Implementation, Alumni Engagement



INTRODUCTION

The term "alumni" refers to students who have graduated and were once enrolled in a university or higher education institution. Even after graduation, there remains a bond with their alma mater and a shared connection. According to the Indonesian Dictionary (KBBI), alumni are defined as individuals who have attended or graduated from an educational institution. Similarly, those who have studied or graduated from a school or institution are referred to as alumni by the same campus (Wathoni, 2021). When someone completes their education at an institution, they are considered alumni. Formally, a student's affiliation with

an educational institution ends upon graduation. However, alumni associations can serve as a medium to maintain interactions between students and educational institutions. The benefits of alumni relations can also be felt by the institution. Alumni can provide various information to the institution (Hamdani et al., 2023).

Alumni, as stakeholders in an institution, are expected to play and contribute significantly (Policy on Government Collaboration Programs et al., 2023). It is true that higher education institutions today generally require financial support, but it is not the only need. Support in management, resource development—including human resources, organizational structure and leadership, collaboration and communication, among other areas—is also crucial. In short, alumni can assist in various ways (Jaya et al., 2023). One example is the Alumni Association of the Polytechnic of the School of Administrative Sciences-Institute of Public Administration (STIA-LAN) Jakarta. This organization was formed as a platform for STIA-LAN alumni to maintain connections, nurture and strengthen camaraderie among alumni, and foster a sense of social responsibility towards the community. The existence of alumni, through activities organized by the STIA-LAN Jakarta Alumni Association, contributes to enhancing the quality of the Polytechnic STIA-LAN Jakarta.

To enhance the dissemination of information about alumni activities at STIA-LAN Jakarta Polytechnic and to serve as a communication tool among alumni, a website needs to be developed. With the rapid advancement of information technology, a website is one of the most crucial media for sharing information, as it is easily accessible to everyone. However, implementing an effective alumni collaboration program requires thorough planning, resource allocation, and continuous evaluation to ensure the program's success and sustainability. Developing alumni collaboration programs has become increasingly important for higher education institutions worldwide, as they strive to strengthen networks and improve the quality of education and career opportunities for their students (Purwaningrum, 2022). STIA-LAN Jakarta Polytechnic, as a leading institution in Indonesia, recognizes the potential benefits of fostering strong relationships with its alumni.

The Alumni Association of STIA-LAN Jakarta Polytechnic has implemented several work programs aimed at strengthening the alumni network and contributing to the institution's mission. First, the association focuses on maintaining and enhancing cohesion, cooperation, and dedication among its members, ensuring that each individual fulfills their roles and responsibilities effectively. Second, it seeks to develop and advance the field of public administration, aligning with the institution's academic focus. Third, the association emphasizes fostering familial ties and unity among alumni, nurturing a strong sense of community. Fourth, it prioritizes collaboration to improve alumni's managerial, sociocultural, and technical competencies, enabling them to actively participate in nation-building. Lastly, the association promotes social responsibility, encouraging alumni to contribute meaningfully to society. For STIA-LAN Jakarta Polytechnic, these programs offer significant advantages, particularly due to its emphasis on public administration and its close relationships with government institutions. Alumni in public service sectors provide valuable networks and opportunities for current students, while also supporting the institution's research and development initiatives (Islam et al., 2021).

The development of the alumni collaboration program with Politeknik STIA LAN Jakarta has several important objectives. First, it serves as a platform for alumni communication. Second, it aims to enhance knowledge. Third, it provides a space for socializing, sharing program information, and organizing activities. Fourth, it seeks to improve alumni entrepreneurship. Fifth, it serves as a branding effort for Politeknik STIA LAN Jakarta. However, the efficiency level and implementation of the alumni collaboration program development face several challenges.

Firstly, alumni involvement in the collaboration program is a major issue. Alumni often do not actively participate in the program, which can lead to a lack of support and engagement in the initiatives carried out by Politeknik STIA LAN Jakarta. Secondly, alumni awareness of

the importance of participating in campus activities is a common challenge. Many alumni are unaware of the significance of their involvement in campus programs, resulting in low participation rates. Thirdly, an ineffective organizational structure poses another challenge. Poor organizational structure can hinder coordination and communication among departments, which may lead to insufficient support and participation from alumni. Lastly, the lack of program sustainability is another recurring issue. Campus-run programs are often not sustainable, which can lead to diminished alumni support and engagement. These problems frequently arise in the development of alumni collaboration programs.

Researching the development of alumni collaboration programs with Politeknik STIA LAN Jakarta is a fascinating endeavor. The development of such programs can enhance alumni engagement with the campus. By increasing alumni involvement, the campus can gain greater support and participation from alumni in its programs. Additionally, it helps raise alumni awareness of the importance of participating in campus activities. With improved awareness, the campus can secure more robust alumni support and engagement. Moreover, developing a more effective organizational structure can lead to better coordination, which fosters stronger alumni participation. Furthermore, enhancing sustainable program development ensures that alumni continue to contribute to and support campus initiatives.

Previous research on the development of alumni collaboration programs has been conducted. For instance, one study explored how collaboration programs could shorten the time alumni take to secure employment (Daeng et al., 2021). Another study focused on alumni tracking through tracer studies to comprehensively evaluate the performance of the Polytechnic (Madihah, 2021). Research has also examined alumni engagement programs as part of collaboration development (Hamdani et al., 2023). Additionally, studies on alumni characteristics highlighted quality pillars such as client focus, full participation, assessment, dedication, and continuous improvement (Wathoni, 2021). Another study found that alumni collaboration programs could provide career development opportunities, enhancing administrative and service capabilities (Jaya et al., 2023). This research offers novelty as there is limited exploration specifically addressing the development of alumni collaboration programs with Politeknik STIA LAN Jakarta, particularly within the framework of implementation development.

RESEARCH METHODS

This study employs a qualitative research method to collect and analyze data from various sources, including websites, online journals, and scientific research findings. This approach allows the researcher to conduct a comprehensive data analysis. The research focuses on enhancing the development of alumni collaboration programs with the Politeknik STIA LAN Jakarta. A literature study was chosen as the research type to explore information about alumni program development at the institution. By employing qualitative and exploratory research methods, the study seeks to investigate issues that are not yet well-defined. While not yielding conclusive results, the primary objective of this research is to gain a deeper understanding of the current issues, as highlighted by Hayati (2021).

According to Creswell (2020), qualitative research can be conducted using various approaches, including grounded theory, ethnography, phenomenology, narrative inquiry, and case studies. In a different publication, Creswell emphasizes that researchers using qualitative methods should regularly incorporate literature based on assumptions derived from their data. This ensures that the research remains data-driven and avoids the influence of the researcher's personal opinions. Such an approach supports an unbiased and systematic analysis of the collected information, which is essential for maintaining the integrity of the research process.

In this study, exploratory research is pivotal in addressing poorly understood or emerging issues, such as the development of alumni collaboration programs at Politeknik STIA LAN Jakarta. Exploratory research aims to provide insights into these issues by exploring and

analyzing data comprehensively. Although this method may not provide definitive solutions, it serves as a foundation for future studies and program development. By focusing on understanding the dynamics of alumni collaboration, this research contributes to the broader knowledge base and offers practical insights for the institution's strategic initiatives.

RESULTS AND DISCUSSION

1. Implementation Applied

The implementation applied for program development follows the concept developed by Meter and Horn (1975), which has been utilized by researchers for this implementation. Meter and Horn proposed indicators such as the quality of inter-organizational relationships, the economic, social, and political environment, policy standards and objectives, available resources and incentives, the characteristics of implementing agencies, and the disposition or response of implementers. Additionally, the results of program evaluation serve as a basis for making decisions or taking further actions. Possible outcomes of the evaluation include program termination, program revision, or program continuation.

The implementation of the program development for collaboration between alumni and the Polytechnic of the School of Administrative Sciences, Institute of Public Administration (STIA LAN) Jakarta can be explained using the policy implementation theory developed by Meter and Horn (1975). This theory highlights six main indicators as the success factors of program implementation. The first indicator is the quality of inter-organizational relationships, which in this context involves solid collaboration between STIA LAN and its alumni. This relationship should be built through effective communication, clear task distribution, and efficient conflict resolution. Furthermore, the economic, social, and political environment also plays a crucial role. Government support in vocational education policies, economic conditions, and the social roles of alumni significantly influence the program's success.

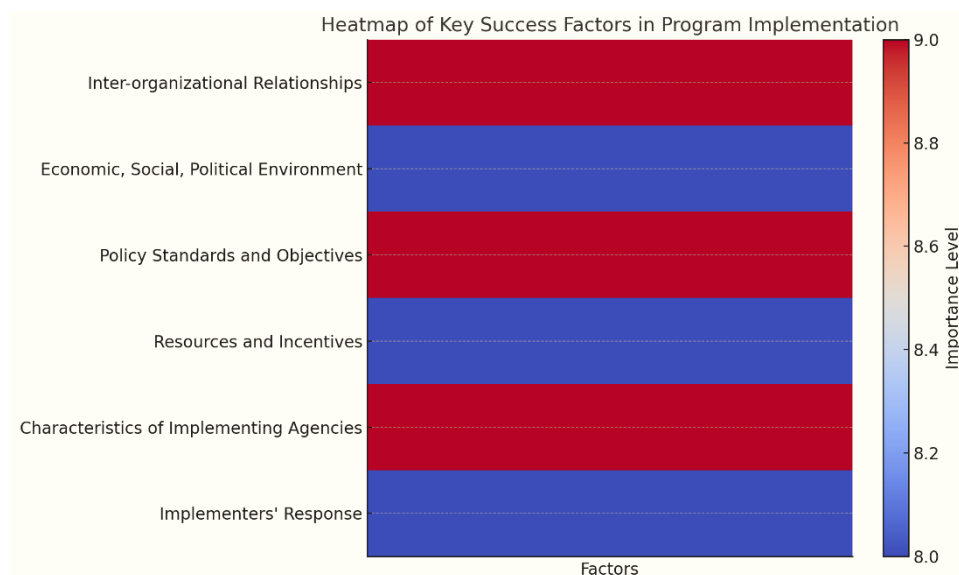


Figure 1. Heatmap of Key Success Factors in Program Implementation
Source: Author, 2024

The third indicator is the clarity and measurability of policy standards and objectives. In this program development, the objectives may include increasing alumni contributions to the campus, creating job opportunities for graduates, and enhancing the institution's reputation. Clear objectives assist program implementers in devising appropriate strategic steps. Additionally, the available resources and incentives also play an essential role. Resources such as funding, infrastructure, and expertise are primary supporting factors. Providing incentives to alumni, such as training access, professional networks, or awards, can

enhance their participation in the program. Efficient resource management is critical to ensure optimal program execution.

The characteristics of implementing agencies are also a key indicator in program implementation. The implementation team from STIA LAN should consist of individuals with high competence, commitment, and a strong understanding of the program's goals. Clear role definitions for each team member are also crucial to ensure smooth program execution. The disposition or response of the implementers, especially the alumni, is another determining factor in the program's success. Thus, STIA LAN needs to adopt an alumni-oriented approach, ensuring the program is relevant and beneficial to them. For example, organizing regular discussion forums or surveys to gather direct feedback from alumni.

The results of the program evaluation can be used to determine the next steps, such as termination, revision, or continuation of the program. If the program does not produce significant impacts or faces major challenges, termination may be the last resort. However, if there are weaknesses that can still be addressed, such as low alumni participation or lack of funding, program revisions can be made. Conversely, if the program is deemed successful in achieving its objectives, continuing the program with certain adjustments would be the best course of action. To support successful implementation, STIA LAN can take practical steps such as program socialization, forming alumni committees, utilizing digital technology for communication, and conducting regular evaluations. With this approach, it is hoped that the collaboration program will strengthen the relationship between alumni and the institution while providing long-term benefits for both.

2. Important Aspects of Program Development

The development of alumni collaboration programs has become a key strategy for higher education institutions to enhance the quality of education and the relevance of graduates to workforce needs. In the context of Politeknik Sekolah Tinggi Ilmu Administrasi Lembaga Administrasi Negara (STIA LAN) Jakarta, the implementation of alumni collaboration programs has demonstrated positive outcomes in several aspects:

- a. Curriculum Development; Alumni play an active role in providing input for developing curricula that are more aligned with workforce demands. This helps Politeknik STIA LAN Jakarta adjust its study programs to the latest developments in public administration and business administration.
- b. Enhancement of Students' Soft Skills; Mentoring programs involving alumni have helped students develop soft skills such as teamwork, communication, and leadership. These skills are essential complements to the technical knowledge acquired in the classroom.
- c. Expansion of Professional Networks; Collaboration with alumni has opened up opportunities for internships and job placements for students and recent graduates. This facilitates a smoother transition from academia to the professional world.
- d. Enhancement of Institutional Reputation; The success of alumni in various sectors has bolstered the reputation of Politeknik STIA LAN Jakarta, attracting high-quality prospective students and potential partners.
- e. Financial Support; Alumni have contributed through donations for campus facility development and scholarship programs. The alumni association also organizes beneficial programs for all members, including foundations for social activities.

The Alumni Association consistently upholds deep and sustainable transformations for both the association and Politeknik STIA LAN Jakarta, positioning itself professionally and delivering significant benefits to the institution. Therefore, it is crucial for Politeknik STIA LAN Jakarta to continuously strengthen its alumni collaboration programs as part of a comprehensive institutional strategy. These programs have significant potential to improve education quality, align with workforce needs, and strengthen the relationship between the institution and its alumni. Through strategic program development, alumni can actively contribute to curriculum enhancement, student soft skill development, and the expansion of

professional networks. Strong alumni involvement ensures that Politeknik STIA LAN Jakarta remains responsive to current developments in public and business administration, creating graduates ready to compete in the professional world.

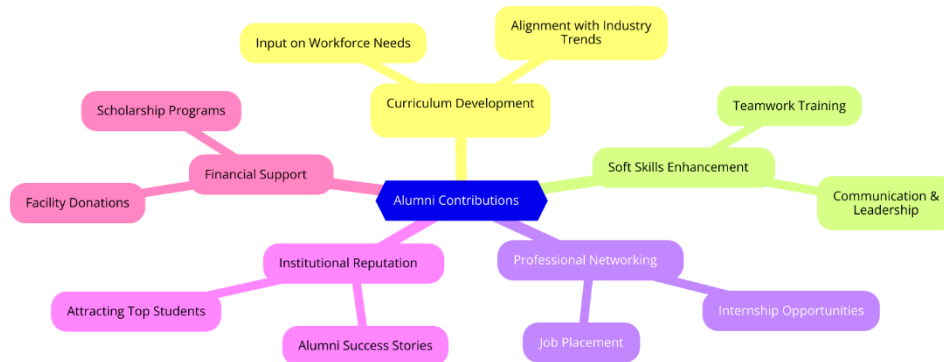


Figure 2. Mindmap alumni contributions to Politeknik STIA LAN Jakarta
Source: Author, 2024

Additionally, the institution can maximize alumni potential through more structured mentoring programs. Successful alumni in various fields can act as mentors, guiding students in developing essential soft skills such as communication, leadership, and teamwork—skills highly valued in the workforce. Alumni can also help students understand workplace dynamics and challenges while providing strategic guidance for career development. This mentoring program complements the technical knowledge students gain in the classroom, making them better prepared for the transition from academia to the professional world.

Furthermore, alumni roles in opening job networks and internship opportunities must continue to be enhanced. Alumni can serve as liaisons between the institution and the industry, providing students and fresh graduates access to the job market. This collaboration enables Politeknik STIA LAN Jakarta to not only facilitate practical experiences for students but also strengthen its image in the eyes of industry partners and society. The positive reputation of alumni in various sectors becomes a significant asset for the institution to attract high-quality prospective students and expand collaborations nationally and internationally.

Alumni financial support must also be managed transparently and strategically to support institutional development. Donations from alumni can be directed towards campus facility development, scholarship programs, and the growth of both academic and non-academic activities. Proper management of these contributions strengthens the relationship between alumni and the institution, creating a mutually supportive and sustainable ecosystem. Thus, strengthening alumni collaboration programs must remain a priority for Politeknik STIA LAN Jakarta to achieve profound and sustainable transformation, ensuring the institution's sustainability and the relevance of its graduates in the globalized era.

3. Social Service Program

According to Wiguna (2020: 50), social service is an attitude possessed by someone towards others and society in order to build positive relationships, enabling them to live harmoniously and reap mutual benefits. Performing good deeds for others can produce positive and beneficial outcomes for many people. Building strong relationships with others can help someone live a peaceful life. Meanwhile, social service, according to Rahayu (2021: 8), is an individual's understanding in determining behavior to interact with others. A person's behavior when interacting with others is reflected in their social attitude. Through social service, one's attitude in general interactions with others is demonstrated.

Social service, as described by Wiguna (2020: 50) and Rahayu (2021: 8), represents an individual's attitude and behavior in interacting with society, serving to build positive and harmonious relationships. This allows the creation of a peaceful and mutually beneficial life. In the context of implementing a collaborative program development between alumni and the Polytechnic of the State College of Administrative Sciences of the Jakarta State Administrative Institute (STIA LAN Jakarta), the values of social service can serve as the main foundation. This program not only aims to strengthen the relationship between alumni and their alma mater but also to make a tangible contribution to the wider community while enhancing the role of educational institutions in supporting social development.

The implementation of this program development can be realized through various social service activities involving alumni as the primary actors. An initial step is identifying the needs of the community and the alma mater to determine programs that are relevant and have a real impact. Alumni can contribute through activities such as providing scholarships for underprivileged students, organizing job skills training for the community, or building public facilities around the campus. Moreover, these programs can also be tailored to current social issues, such as providing assistance to communities affected by natural disasters or conducting health education activities in underserved areas. Through these activities, alumni not only demonstrate their care but also strengthen the relationship between the alma mater and society.

Furthermore, to ensure the success of the program, multi-party collaboration is required, involving alumni, lecturers, active students, and even external institutions such as local governments or private companies. This collaboration can enhance the impact of social service activities while creating mutually beneficial strategic relationships. For instance, alumni can act as facilitators or resource persons in training activities supported by the campus and local government. Additionally, active students can also be directly involved in this program, either as volunteers or participants, allowing them to gain practical learning experiences outside the classroom. Thus, social service not only benefits the community but also serves as a practical learning medium that benefits all parties involved.

If well-designed, this social service program will provide sustainable benefits for alumni, the campus, and the community. For alumni, this activity serves as a means to strengthen camaraderie, expand social networks, and make tangible contributions to their alma mater and society. For the campus, this program can enhance the institution's image as one that cares about the social environment while strengthening its relationship with alumni. Meanwhile, the community receives direct benefits from the activities carried out, whether in the form of improved economic welfare, education, or infrastructure development. By making social service the core of the collaboration program, the relationship between alumni, the campus, and the community can become closer, creating widespread and sustainable positive impacts.

4. Digital Platform Improvement Program

To better optimize the implementation of alumni collaboration programs (Puspita Yazid et al., 2023), several collaboration programs can be considered:

- a. First, through the development of digital platforms to facilitate communication and collaboration between alumni and institutions. The development of digital platforms is essential in today's technological era. Digital platforms are considered efficient in enhancing the performance of target subjects while being practical. However, improvements to digital platforms are highly desirable and require interactions between markets, institutions, and technology that benefit all parties (Ilham et al., 2022). Different objectives have also been pursued in digital platform development. The goals of developing digital platforms in this sector are to improve professional performance (Zaiburi, 2021), support system service improvement efforts, facilitate research, and acquire data (Hafiz, 2023).

- b. Second, conducting periodic evaluations to measure program effectiveness and identify areas for improvement. Evaluation and monitoring are interconnected and inseparable activities. Evaluation functions as a tool for planning, improvement, and progress measurement. It is conducted to assess the alignment between program planning and implementation, producing outcomes aligned with predetermined goals. Moreover, evaluation criteria include the following aspects: educational, transparent, systematic, continuous, equitable, integrated, and aligned with established evaluation indicators. A comprehensive evaluation system is necessary to achieve optimal and efficient learning outcomes. Three components are included in comprehensive evaluations: the affective component, involving actions such as attitudes, interests, values, self-concept, morality; the cognitive component, directly related to thinking; and the psychomotor component, related to performing physical tasks (Meutia et al., 2023; Nashir & Salenda, 2020). Cognitive element evaluations largely focus on application, emphasizing problem-solving skills by connecting and integrating various concepts, ideas, methods, or processes learned to address issues, and basic intellectual abilities like memory, understanding, knowledge, application, analysis, synthesis, and evaluation (Pedro & Andraz, 2021).
- c. Third, enhancing reward and recognition programs for alumni who actively contribute. Effective reward programs should align with the organization's values and goals. Rewards should focus not only on financial incentives but also on non-financial recognition (Vaghela, 2022). Reward programs with workplace incentive schemes should be tailored to accommodate different generational preferences. For example, millennials may prioritize development opportunities and flexibility over conventional rewards. (Shields, 2020) emphasized the importance of offering diverse rewards. To inspire alumni, they suggested combining extrinsic rewards (bonuses and promotions) with intrinsic rewards (recognition) (Ahyani et al., 2022).
- d. Fourth, integrating alumni collaboration programs into the institution's strategic plans to ensure adequate support and resources. Effective alumni programs should prioritize long-term relationships over mere fundraising, recommending a comprehensive approach to alumni engagement. (Wulandari, 2019) stated that alumni participation in collaborative initiatives is influenced by several variables, including emotional ties with the campus, exceptional student experiences, and proximity to the campus. (Yanti, 2022) emphasized the importance of using social media and technology to foster and maintain relationships with alumni. Leveraging digital platforms more effectively to connect and interact with alumni is highly recommended (Drezner, 2022). Effective alumni collaboration programs should provide mutual benefits. Alumni should experience engagement through networking and professional development opportunities, rather than merely being solicited for donations (Nirwana, 2023). When implemented appropriately, alumni collaboration programs have the potential to significantly enhance the quality standards of collaboration programs and improve the employability of STIA LAN Jakarta graduates, aligning with labor market demands.

CONCLUSION

The implementation of the alumni cooperation program at Politeknik Sekolah Tinggi Ilmu Administrasi Lembaga Administrasi Negara (STIA LAN) Jakarta demonstrates the effective application of Meter and Horn's policy implementation theory (1975). Key indicators such as inter-organizational relationships, economic, social, and political environments, clear policy standards, resource availability, organizational characteristics, and the disposition of implementers all contribute to the program's success. By fostering strong collaboration between the institution and its alumni, supported by transparent resource management and incentivization, the program has successfully strengthened alumni involvement and ensured alignment with institutional goals. The evaluation process further supports decision-making

on whether to terminate, revise, or continue the program, ensuring its long-term viability and alignment with objectives.

The alumni cooperation program has significant implications for higher education institutions in terms of curriculum development, skill enhancement, and professional networking. Alumni contributions have been instrumental in aligning academic programs with labor market needs, mentoring students in soft skill development, and providing internship and job placement opportunities. These activities have not only enriched the educational experience of current students but also elevated the institution's reputation among prospective students and industry stakeholders. Furthermore, alumni contributions in financial forms, such as scholarships and infrastructure development, underscore their role as pivotal stakeholders in institutional growth.

Social service initiatives within the program further highlight the commitment to societal well-being and institutional impact beyond academia. By organizing community-oriented activities such as scholarships for underprivileged students, vocational training, and disaster relief, the program fosters a culture of social responsibility among alumni and students alike. This not only strengthens the institution's societal role but also enhances its reputation as a socially conscious educational entity. The collaborative engagement of alumni, faculty, students, and external stakeholders amplifies the reach and impact of these initiatives, creating a sustainable model of community engagement and institutional development.

Lastly, the integration of digital platforms has proven to be a game-changer for the program's efficiency and outreach. Digital tools facilitate communication, collaboration, and program monitoring, ensuring seamless interaction among stakeholders. Regular evaluations, recognition of alumni contributions, and strategic alignment of the program with institutional goals further enhance its effectiveness. By prioritizing long-term relationships over immediate benefits, the program creates a mutually beneficial ecosystem that supports alumni career growth while strengthening the institution's role in preparing graduates for the evolving demands of the global labor market. This holistic approach positions STIA LAN Jakarta as a forward-thinking institution responsive to both alumni and societal needs.

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