



Implementation of Quality Management with a Special Job Fair Program at SMKN Purwosari Bojonegoro

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Abstract

This study aims to find out and describe how the implementation of quality management with a special job fair program at SMKN Purwosari Bojonegoro. The research method used is descriptive qualitative research. Data were collected using in-depth interviews, participant observation, documentation and field notes. Data analysis techniques include three stages, namely data condensation, data presentation and data verification. Data validity criteria include credibility with triangulation of techniques and sources, dependability, confirmability and transferability. The results of this study are that quality management with a special work program at Purwosari Vocational High School has been carried out properly, systematically, clearly and measurably by the school principal, head of the BKK program and school members. The results of this study indicate that the school has done well: 1) Planning BKK work programs, 2) Guidance and counseling programs for prospective graduates in preparation for the world of work, 3) Establishing cooperation with the business world and the industrial world as job users, 4) Absorption graduates in the world of business and industry, 5) Special job market job programs lead to linearity of graduates' competencies in the world of work

Keywords: Quality Management; Special Job Exchange Program; Vocational School

A. Introduction

Quality schools certainly have quality management standards that are used as guidelines and have programs that are the school's flagship (Supriadi, Azis, & Ali, 2020). The school's flagship program here is satisfaction-based school management that satisfies customers. Customers here are students and parents of students. Service satisfaction to students includes several competency dimensions (Yuniarsih, 2019). Among them competence in the knowledge dimension includes general knowledge about archipelago insight, understanding procedures, understanding concepts, metacognitive or a broader way of thinking including a culture of thinking knowing, understanding, analyzing, synthesizing and evaluating. Competency dimensions of life skills include positive and creative thinking, having productive thinking and activities, having innovative thinking and critical attitude, having the power to think and acting independently to find solutions to life's problems, having the power to think and act collaboratively or working together, having the power think and be open or communicative (Jayendra, 2018; Yuberti, 2014).

Based on the 2020 National Education Standards (SNP) quality report card, SMKN Purwosari has good and satisfactory grades. One of the SMKN Purwosari student programs is BMW, which stands for working, continuing or entrepreneurship. Where students are directed to determine the future after graduation later. From the beginning of entering the tenth grade, the school has directed its students to make choices after graduation. If they work, they can join the BKK (Bursa Kerja Khusus) program. Entrepreneurship and connecting with alumni who open up entrepreneurship to share experiences.

Quality management at SMKN Purwosari can be seen from the school's program, namely Excellent Services for You in The Job Success. The meaning of this program is to provide excellent service to students to achieve success in work. Where this is a program in the field of quality management and public relations carried out by the working group/pokja Special Work Exchange or BKK. With good graduate quality management, it can be seen from the successful absorption of SMKN Purwosari graduates in the world of work (Roesminingsih, Hariastuti, & Agustina, 2022). One of them is the link and supermatch curriculum program, namely establishing a partnership program. There are 104 company partners with the SMKN Purwosari. Activities carried out by establishing network relations between BKK/Special Job Exchanges, partnering with the business world and the world of work, participating in job fairs and entrepreneurship training at outside agencies usually work together with the district government. There are many paths

and experiences that prospective graduates can take with the existence of a partnership program, of course this adjusts the competencies and recruitment requirements desired by the industrial world and the world of work. Even the recruitment process carried out by several companies took place at SMKN Purwosari. so that there are many opportunities for graduates of SMKN Purwosari to be accepted in the world of work. It is this factor that makes SMKN Purwosari stand out more than other SMKNs in the Bojonegoro region. The BKK program won 2nd place at the provincial level in the BKK competition in 2021.

The recruitment process initiated by companies partnering with schools for prospective graduates in the Bojonegoro area is placed at SMKN Purwosari. Considering that the BKK at SMKN Purwosari is the best in Bojonegoro Regency. As an example, the recruitment process by PT Pungkook Indonesia One Grobogan, apart from being attended by graduates of SMKN Purwosari, was also attended by other schools, namely SMKN 1 Kasiman, SMK Gama Kedungadem, SMK PGRI 2 Bojonegoro which was held Monday 21 November 2021. This shows that SMKN Purwosari is already representative as a the place where the tests for prospective employees and the school are held have succeeded in cooperating with national-scale corporate partners.

SMKN Purwosari is in great demand by the community in this area, which can be seen in the process of selecting new students through PPDB/New Student Acceptance, which often meets the expected ceiling on the first day of registration. (Roesminingsih et al., 2022). When compared to other schools in Bojonegoro Regency, which only fulfilled their quota on the fifth day or so of PPDB registration. With lots of input or students enrolling, schools can select quality or outstanding students so as to produce quality output or graduates as well.

For example, in 2021 the required quota is 494 students, on the first day of opening there are already 600 students who have registered. After the official announcement day was informed to the registrants, another SMK opened a PPDB booth at the SMKN. This shows that the quality of SMKN Purwosari is superior to public/private Vocational High Schools in the surrounding area.

School quality management has been successful as evidenced by SMKN Purwosari having 4 departments that have been accredited A in the last year of accreditation, namely 2019. The accredited majors are (1) Department of Light Vehicle Engineering (2) Department of Mechanical Engineering (3) Department of Accounting (4) Department of Engineering Software. The other two majors are still new, namely Visual Communication Design and Welding Engineering, which are

planned to follow soon. In addition to the accreditation of the quality management model, it can also be seen from the SNI ISO 9001: 2008 Certificate which has also been owned by the Purwosari State Vocational School which was valid from 2012 to 2015. In the 2022-2023 academic year, the school is in the process of achieving the SNI ISO 9001: 2015 Certificate. contained in ISO 9001: 2015 has rules/rules which are an update of the previous management system and have been adapted to developments. This adds to the school's confidence to continue to make the name of the school good so that it becomes the favorite school of the surrounding community.

In addition, quality management is supported by another uniqueness, namely the existence of an active alumni association forum. Of course, this is very beneficial, especially in the field of information and development of the business and industrial world. This forum provides information to underclassmen about new vacancies at the company they are currently working for or elsewhere (Roesminingsih et al., 2022). This communication forum is also fully facilitated by the school and even has a special alumni secretariat within the SMKN Purwosari location.

Based on the background above, the authors are excited and motivated to examine more deeply how to implement school management, especially the special job market program so that most of these SMKN graduates are successful in working in the business world and the industrial world. So the researchers conducted a study entitled Implementation of Quality Management with the Special Job Exchange Program at SMKN Purwosari Bojonegoro.

According to Terry, what is meant by management is a unique process which is divided into activities known as POAC, namely Planning, namely planning, Organizing, namely organizing, Actuating, namely moving, Controlling, namely supervision. Terry said that basically management must clearly determine the direction of the road or goals for the institution/institution/organization being fostered. Management must include a comprehensive vision and mission of the agency, describing it in short, medium and long term activities.

Quality is the attachment between objects and services or services provided to customers so that they can meet customer needs and satisfaction. Opinions of the kind "quality is a scale to show objects or services have uses or usefulness" (Kamaludin & Sulistiono, 2013). In its implementation, quality utilizes its potential, namely human labor, management, knowledge, management competence,

investment, qualified technology, tools, equipment, raw/basic materials, and the systems used.

Refer to Ristianah & Ma'sum (2022) put forward the idea of quality management in educational institutions is a way of managing educational potential in order to create educational services that match or even exceed customer needs. This idea serves several purposes. The objectives of educational quality management are as follows:

1. Maintaining and improving quality in a sustainable and systematic manner to meet the needs of interested parties (stakeholders).
2. As a form of the active role of educational institutions in realizing stakeholders.
3. Obtain input so that management implementation is in accordance with Indonesia's environmental conditions which have cultural, social, economic and geographical diversity.
4. 4. Raise awareness to improve the quality of management jointly and continuously.

Implementation of quality management also requires basic techniques. Basic techniques are needed in the implementation process so that the focused objectives can be achieved in accordance with the quality objectives that have been set. The basic strategy for implementing quality education includes:

1. Identify the constraints that exist in the institution
2. Referring to the philosophy of quality
3. Continuous improvement efforts
4. Include a range of stakeholders

The successful implementation of quality management needs to be identified as early as possible. This is to detect problems as early as possible so that any problems can be resolved as soon as possible. The characteristics of well-implemented quality management in schools are as follows:

1. Student output is in accordance with the potential targeted by the curriculum
2. Have learning services that match the conditions quality learning

3. Have school facilities that support the effectiveness and efficiency of teaching and learning
4. Able to create a comfortable, conducive school culture

Being a quality school is tantamount to building good and harmonious relationships between all members in it. Education provides services in the field of services that have the potential to provide solutions to important problems in today's social life.

Characteristics of quality schools in accordance with opinion Irwasyah & Suradji, (2021) and Untari, (2017) i.e:

1. The wants and needs of education service users (stakeholders), both internal and external customers, are the main center of the school.
2. A strong commitment from the start stated by the school to always provide the best service. To minimize the appearance of unnecessary errors.
3. Schools that invest in teachers and educational staff appropriately, so as to obtain outstanding human resources in character and achievement
4. The school has a work manual that contains duties and authorities at the level of school management, teachers or education staff, namely the administration sector.
5. The school receives input in the form of criticism, suggestions and complaints about the applicable regulations so that it is able to carry out evaluations to achieve quality and so that the same thing is not repeated in subsequent regulations.
6. Doing planning for short duration, medium duration and long duration must be included in the program's initial planning.
7. The revitalization process which involves all school members is carried out routinely and periodically.
8. Motivation from the leadership continues to be echoed so that school members have creativity, are able to create quality in their own style. This will spread to other people.
9. The main duties and functions of each person must be clarified by the leadership by providing an assignment letter explaining the direction

of work upward with the leadership and horizontally with fellow co-workers.

10. Periodic evaluation guidelines must be clear and written.
11. The quality that has been achieved is used as a basis of reference for further improvement and improvement of quality.
12. Quality culture is progress as a basis for school goals.
13. Instilling the mindset that continuous quality improvement is a must for schools.

According to Sudrajat, Agustin, Kurniawati, & Karsa, (2020); Untari, (2017) argues that educational institutions/schools are of high quality if achievement in schools shows that the target has been exceeded, seen from three basic things, namely:

1. Academic achievement can be assessed from the value of evaluating student learning outcomes in the report cards that are distributed each semester and seen from the graduation criteria that meet the specified requirements
2. Non-academic achievements as seen from students having the characters of honesty, faith, piety, decency, love of the motherland, and being able to respect national culture and being able to preserve the ancestral heritage of their ancestors
3. Qualifications of expertise seen from students have a sense of responsibility and skills that are applied in the form of skills, in accordance with the knowledge gained at school

SMK aims to prepare graduates as middle and professional level experts. A special job fair program called BKK Edu Surya must be synergistic according to vocational education guidelines, namely connecting or linking the SMK curriculum with the latest world of work.

BKK Edu Surya has collaborated with partners in the form of MoUs of 104 partners. This cooperation will be successful if both parties feel the benefits of cooperation. SMK has the task of creating a curriculum that is link and match and relevant to the world of work so that the competence of graduates continues to increase. Partners have targets in the form of achieving the company's vision and

mission, data on the expertise and insights of educators, so that the company gains experience when working with schools. In cooperation between partners, it is necessary to clarify the roles and functions of each institution, including the partners knowing the goals or direction of the curriculum, supervision and quality control, form or design of cooperation, place of implementation of cooperation, facilities obtained by students during the apprenticeship process, governance how to recruit, participants get funding, and regular supervision schedule. SMK plays a role in informing the results of science and technology development, expertise program assistance, consulting culture and appropriate forms for education and training. When working together, all programs are jointly designed and established between partners and schools. In the learning process, it is necessary to pay attention to the relevance of the curriculum, teaching materials, evaluation and supervision, recruitment design, participants who take part in the recruitment process, instructors who lead the cooperation, program funding or budgeting, and the timing of the partnership cooperation program.

Efforts by BKK Edu Surya so that SMK graduates are absorbed in the world of work, namely implementing programs (1) Expanding access or network of SMK partners (2) equal distribution of information (3) improving the quality of graduates (4) curriculum relevant to the world of work (5) imagery (6) quality service continues to be developed (7) educational innovation and (8) curriculum relevance to the world of work.

In connection with the above matters, schools, partner companies and the government must strive to formulate a joint commitment to improve the competence of graduates who are reliable, capable and professional. The government will also be proud when these middle class graduates can work and do not increase the number of unemployed.

B. Methods

The research method that is suitable for the title of implementing quality management with a special job fair program is qualitative in the form of a case study at SMKN Purwosari Bojonegoro. According to Sugiyono, (2009) Qualitative research is a research method based on postpositivism or enterpretive philosophy, used to examine the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out by triangulation (a combination of observation, interviews and documentation). The data obtained tends to be qualitative data, data analysis is inductive/qualitative in nature, and the

results of qualitative research can be potential and problem findings, object uniqueness, the meaning of an event, the process of social interaction, certainty of data truth, phenomenon construction, hypothesis findings. Qualitative methods are used to obtain in-depth data, data that contains meaning. Meaning is the actual data, definite data which is a value behind the visible data.

This type of research is based on the level of explanation, namely descriptive research. Namely research that intends to describe the state or value of one or more variables independently. The author makes use of the SMKN Purwosari Bojonegoro Profile document, the Special Job Exchange/BKK work program, the quality work program, the SMKN Purwosari Bojonegoro roadmap document, quality reports, and activity reports.

Data collection procedures with technical triangulation combined with source triangulation. Triangulation techniques used by the author are in-depth interviews, participant observation, field notes and documentation. Source triangulation is used to test the credibility of the data by checking the data that has been obtained through several sources. The author uses data collection techniques with semi-structured in-depth interviews. The semi-structured interview technique is used by the author to make it easier to obtain in-depth data, which is freer but still detailed. The parties interviewed were school principals, vice principals for quality management, deputy principals for public relations, working groups of BKK and Pokja Prakerin, coordinators of guidance and counseling, grade 12 students, and work partners. In participant observation, the author actively participates in learning curriculum activities in grade 12 and is active in the administrative administration section to observe services to stakeholders. With this observation method, the data obtained by the author becomes deeper, clearer, and readable. Field notes are obtained when the writer records what is being observed, asked and evaluated which is then arranged in a structured and systematic manner. Research results will also be more credible if they are supported by photographs or existing academic and artistic writings. Documentation data was obtained from school profiles/overview, school work program books, school quality report cards for 2020 and 2021, school road maps/school development programs for the next five years, BKK work programs. Photo documentation of activities: extracurricular activities, industrial/prakerin work practices and tests with partners, laboratory practices and others. School website and social media as media publications.

Data analysis is done by organizing the data, breaking it down into units, synthesizing it, compiling it into patterns, choosing which ones are important and

which ones will be studied and making conclusions that are easy for the reader to understand. Doing data analysis means being ready to study events that arise and change in the field, critically reviewing events scientifically in the field globally related to the focus of research, so that meaning and meaning will be obtained in exploring data in the field (Setyowahyudi & Ferdiyanti, 2020). The implementation of quality management with the BKK program uses data analysis methods, namely data condensation, data display/presentation, data verification and conclusions. Data condensation is coding which is very useful for writers in data analysis activities. The author collects research results obtained from in-depth interviews, participatory observation, and documentation. In correlation with the above, the researcher included a series of coding at the end of the interview transcript or field notes. Display/presentation of the data the researcher presents in the form of a narrative/story presented in a pattern of description of findings in the form of concise and clear explanations/brief explanations plus information in the form of tables, pictures and matrices. Verification and conclusions, namely the findings obtained by the author are identified, classified, compiled and summarized. Finally, conclusions were drawn regarding the implementation of quality management with a special job fair program at SMKN Purwosari Bojonegoro.

Checking the validity of the findings according to Roesminingsih et al., (2022) There are four main types of standards/criteria to ensure the reliability/correctness of qualitative research results, namely credibility, dependability, confirmability and transferability. Credibility, namely data and information collected must contain the norm of truth, which means that research results are accurate and can be accounted for. Checking for accuracy emphasizes caution so as to avoid errors in data and information collection. Dependability is done by conducting an audit of the entire research process. This is done by an independent auditor or supervisor/supervisor to audit the entire research activity. At SMKN Purwosari Bojonegoro, the writer is monitored by the teacher, namely the deputy head of the curriculum in determining data sources, testing the validity of the data, and making conclusions.

Confirmability is also called research objectivity test. Testing confirmability at SMKN Purwosari Bojonegoro means testing the results of observations, associated with the process carried out by the author. If the observation results are a function of the process actually carried out by the author, then the results of these observations already meet the confirmability standard. Transferability is related to the question of how far the quality management implementation can be applied in other situations. In order for other people to be able to apply it, the author of the

report must be explained in detail, systematically and reliably. If other people are able to understand, then they can decide whether this quality management with the BKK program can be applied elsewhere.

C. Discussion

In order to deliver students or graduates to the world of work, SMKN Purwosari which has received operational permits from the Bojonegoro Regency Licensing Service to try to increase the quantity of the business world and the industrial world which will recruit students through the Special Job Exchange Program and strive to prepare graduates who are ready to work higher quality and more competitive. So that proper program planning is needed to realize excellent services for you in the job success. The Job Exchange is an institution that carries out the function of bringing together job seekers and labor users for placement. Special Job Exchanges are job fairs in Secondary Education Units, Higher Education Units and Job Training Institutions that carry out activities providing job market information, registering job seekers, providing counseling and career guidance as well as channeling and placing job seekers. (Depnaker RI, Petunjuk Teknis Bursa Kerja Khusus).

Work Program Planning BKK

The following is the result of an interview with the chairman of the Edu Surya Special Job Exchange/BKK, Mr. Eko Ratmianto, S.Pd. related to planning work programs in the 2021-2022 school year. Program planning leads to the absorption of alumni in the world of work. The concrete work program is to provide information on the job market, especially grade 12 even to alumni, assist in the process of registering job seekers, provide counseling and position guidance, guide prospective graduates in preparation for the world of work, channel and place job seekers, establish cooperative relationships with DU/DI as work users and partners with other BKK SMKs in both the Bojonegoro district and BKK in other districts. Exchanging information between BKK regarding information on the company's recruitment process and helping each other if one of the BKK becomes the place of selection.

The SMKN Purwosari special job fair in planning a work program refers to management experience in the previous year. So that the planned program is in accordance with the situation and condition of the school. Planning for the work program for the special job market for the SMKN Purwosari for the 2021-2022 academic year refers to the 2020-2021 school year plus the evaluation results and

the latest additional programs related to the management and development of the School BKK. It is hoped that the BKK work program will improve the quality of the BKK service process, improve training and job guidance and increase the quantity and quality of prospective graduates or students who have graduated who are accepted to work in the business and industrial world (DU/DI) and increase the number of partners. the world of business and industry for schools. In the end, alumni/graduates from SMKN Purwosari can be channeled into the world of work according to their interests, talents and abilities.

In this planning the head of the BKK involves all administrators who are included in the organizational structure, namely the treasurer, secretary, labor market information officer, job seeker registration officer, interview officer, job vacancy applicant officer, and administrative or administrative officer. Starting from the planning stage, BKK has prepared excellent services to lead students to success in the world of work.

Implementation of Graduate Quality Management at SMKN Purwosari with a Special Job Exchange Work Program

Good implementation or implementation certainly cannot be separated from careful planning. The success of the BKK work program is clear evidence of good graduate quality management and is a school program that can be relied upon as a school's strength so that it continues to be in demand by the surrounding community. The following will explain the implementation of the BKK program as follows:

1. Guidance and counseling program for prospective graduates in preparation for the world of work

The provision of guidance and counseling has been scheduled by the Head of BKK Mr. Eko Ratmianto, S.Pd. to all majors in grade 12. This is quality management to prepare prospective graduates to become human resources who are superior and able to compete so that they are ready to enter the world of work. Based on the results of the interview, he stated that in order to make the BKK program a success, there was a division of job disks. Among them is the department of guidance and analysis of positions held by Mrs. Mei Senja. There is an interview and job search department held by Bu Daeng. Mrs. Mei is tasked with providing guidance to job seekers regarding job position analysis, compiling job position analysis material as guidance material, and reporting guidance activities through an activity journal.

Mrs. Daeng is in charge of providing guidance related to job interviews, compiling materials for job interviews, reporting guidance activities through activity journals.

The guidance and counseling schedule is carried out in rotation and is properly scheduled. The six student majors all receive guidance. Guidance contains about the introduction of the world of work, how the recruitment process and how attitudes and behavior during the training process. The school will seek information on job vacancies and then inform job vacancies to students/alumni. From this program, students are expected to feel ready when they graduate and enter the world of work. The stock exchange work program in SMK can prepare students for the world of work after graduating from school (Ayu & Trihantoyo, 2021; Irawati, Nyoman, & Abdullah, 2022; Nurlaili, 2022; Septiani & Lilis Karlina, 2020).

2. Establish cooperation with DU/DI as work users

The Memorandum of Understanding or the partnership MoU between SMKN Purwosari and the world of work is based on the motivation to build and enhance cooperation which is felt as an absolute necessity for the development of vocational schools. Negotiating the MoU is a strategic step for SMKN Purwosari to establish formal cooperation with the world of work and also makes it easy for SMKN Purwosari to realize all of its programs related to graduate absorption (Listiana, 2019; Rakib & Prawiranegara, 2015).

Purwosari Vocational School as a center of excellence that establishes partnerships with the world of work both domestically and abroad also has a program to absorb graduates each year. There are 104 MoUs recorded at SMKN Purwosari with DU/DI in all parts of Indonesia. The MoU could be in the form of a company recruitment process or an industrial/prakerin apprenticeship student. Of course, when the internship is adjusted to the student's major. For example, apprenticeship majoring in mechanical engineering, light vehicle engineering and welding engineering at a Honda workshop, apprenticeship majoring in software engineering at Pertamina EP. Cepu in the software and hardware section, an internship in the accounting department at ExxonMobil Cepu Limited in the office section, an internship in the visual communication design department at Cahaya Arc Printing in the banner design department, etc. In apprenticeship, it must be linear with the major in order to increase the competence and quality of prospective graduates.

From the results of participant observation, it was found that the partnership program really maintained the relationship between the school and DU/DI so that it

was sustainable and long-term. How does the school really serve prospective graduate students when participating in the recruitment process and the recruitment committee from the company is welcomed and entertained properly. The work partner of the SMKN Purwosari that the author observed was PT Pungkook Indonesia One Grobogan. Where this recruitment was attended by students of SMKN Purwosari and other schools, namely SMKN Kasiman, SMKN Singgahan, SMKN Ngambon and SMKN 2 Bojonegoro. The placement of the recruitment process at SMKN Purwosari has been carried out annually.

3. Absorption of graduates in the world of business and industry

Absorption of competent graduates according to industry needs according to recruitment requirements can be done by building networks between BKK, building DU/DI partnerships, participating in job fairs and entrepreneurship training. Graduates who are accepted into the world of work are achievements from SMKN Purwosari which is the reason why people are very interested in sending their children to this school. The absorption of graduates in the world of work for 2021-2022 has increased rapidly from the previous year, because the previous year there was a pandemic which was trending up. In 2020-2021 graduates who work only reach 40.2% for the academic year 2021-2022 graduates who work reach 70% and are spread throughout Indonesia.

Table 1. Absorption of Graduates SMKN Purwosari Bojonegoro

Academic year	Percentage of Alumni Absorption (%)			
	Working	continuing study	Businessman	Other
2017-2018	45,7	6,8	3	44,5
2018-2019	72,9	6,6	2,9	17,6
2019-2020	87,6	2,6	2,5	7,3
2020-2021	40,2	7,1	3,1	49,6
2021-2022	70	8	4	18
Average	63,3	6,2	3,1	27,4

Based on the above data, the average absorption of graduates who are working is 63.3%, those who are continuing are 6.2%, those who are entrepreneurs are 3.1% and those who have not been detected are 27.4%. From this data it can be seen that the majority of graduates are accepted into the world of work. Strategy and follow-up are needed for quality improvement. Graduates are expected to

experience an increase in the percentage every year. This is in line with research Listiana, (2019) who argues that special job market management in an effort to increase the distribution of SMK graduates to the world of work is very effective and the percentage increases every year, this is the school's success in achieving the school's vision and mission (Arief, 2022).

Other BKK programs apart from partner selection are building networks between BKK taking part in the annual job fair held by the District Manpower Office and entrepreneurship training by bringing in entrepreneurial figures who have successfully built businesses.

4. Special job market work programs lead to linearity of graduates' competencies in the world of work

The first thing that is done to adjust the competency of graduates and the field of work obtained is definitely management to clean up from the basic foundation (Fitra, Arza, & Mulyanti, 2020). We start with a good and orderly administration arrangement. This can be done if all BKK administrators work according to the job description and are optimal. Starting from the chairman, secretary, treasurer, the field of labor market information, the field of registration of job seekers, the field of job applicants, the field of guidance and analysis of positions, the field of interviewing job seekers, the field of administration and administration.

In the field of job analysis, it is expected to be able to provide information related to the type of work and the required major qualifications. If the new linear is directed to register, if not, the linear is postponed waiting for a vacancy in accordance with the major. This process shows the quality management of graduates when working according to their field will give a satisfaction value to the company that accepts it. So that the first contract can continue with the next contract and until appointed as a permanent employee. Information assistance from alumni who have worked before is also important regarding the suitability of this major. External programs that need to be improved are the development and expansion of the BKK program, strengthening and adding to the BKK network, increasing the marketing of graduates by the world of work to other industrial partners, strengthening entrepreneurial guidance, strengthening college counseling guidance. Industrial work practices or internships also add insight into prospective graduates regarding preparation for the world of work.

As a follow-up to increase absorption in the world of work and the business world is the linearity of graduates with appropriate work fields. There is a link and match program between schools and the needs of the world of work. if it is linear then the ability of graduates will be maximized and cause the recipients of work services to be satisfied and employ from the beginning of the contract until they are appointed as permanent employees. The role of all administrators in the BKK organizational structure is very important to achieve BKK's vision, which is to provide the best service for prospective graduates and achieve success in the world of work.

D. Conclusion

Based on the results and discussion of the research conducted by the author, the following conclusions can be drawn: The school principal, BKK chairman and BKK administrators have planned a work program and implemented it well, so that the BKK at SMKN Purwosari won 2nd place for BKK at the East Java Province level.

Planning for the BKK Work Program includes providing job market information, especially grade 12 and even alumni, assisting the process of registering job seekers, providing counseling and position guidance, guiding prospective graduates in preparation for the world of work, channeling and placing job seekers, establishing cooperative relations with the world business and industrial world. Meanwhile, the guidance and counseling program for prospective graduates in preparation for the world of work includes introduction to the world of work, the recruitment process, attitudes and behavior during the training process.

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