



## Assessment of Readiness for Implementation of Tourism Related Internship for Students in the Del Institute of Technology

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### ABSTRACT

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The Independent Learning Campus Program (MKBKM) launched by the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia is one of the breakthroughs in the era of digitalization in the education sector. This program enables student exchange and also opens the boundaries of the (physical) classroom into a digital space. This study aims to analyze the implementation of the MBKM program at the Del Institute of Technology in the implementation of tourism-related internships. In addition, this study also aims to identify the needs of tourism business actors (operators) related to assistance and support from universities with the MBKM scheme in Toba Regency, North Tapanuli Regency, and Samosir Regency, as well as providing an overview of student interests and roadmaps for research and community service for lecturers and study programs within the IT Del environment to improve higher education achievements related to Key Performance Indicators (KPI). This activity combines qualitative and quantitative research. The technique used is by conducting surveys and focus group discussions (FGD). The results of this activity indicate that the MBKM program is generally known by the academic community and tourism business actors (operators), universities and operators are willing to establish partnerships in the MBKM program, and it is necessary to increase the role of universities and tourism business actors in supporting tourism development through the MBKM program.

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## 1. Introduction

The Del Institute of Technology has adopted the Independent Learning Campus program which was launched by the government in line with the issuance of the IT Del Chancellor's Decree Number 120/ITDel/Rek/SK/ADM/X/2020 concerning Guidelines for the Implementation of the Independent Learning Curriculum. The guidelines include instructions related to the basic principles of implementing MBKM activities within the IT Del environment, the requirements that are met, to the mechanisms and strategies for implementing them.

To provide more technical guidance, administrative instructions are issued in accordance with Chancellor's Decree Number 049/ITDel/Rek/SK/V/21. In the activity instructions, details of the stages of MBKM activities in the IT Del environment are listed, starting from the preparation stage, implementation stage, to the assessment stage. In addition, the guide contains various templates of administrative documents needed.



Indonesia does have wealth in the form of various natural and cultural tourism potentials that stretch from Sabang to Merauke and has more than 17,000 islands. With this wealth, Indonesia should become a popular tourist destination, both by domestic and foreign tourists. However, the number of tourist visits to areas in Indonesia is still not optimal, which is indicated by the number of tourists coming to Indonesia which is still far from neighboring countries such as Malaysia.

With these facts, efforts are still needed from the government, the tourism industry, universities, and the community to increase the attractiveness of Indonesia's tourism potential. One of the government's efforts is to fix the Lake Toba area so that it becomes a tourist location of international quality by establishing it as a Super Priority Destination. This volcanic lake in the province of North Sumatra is the largest lake in Indonesia and is surrounded by seven districts, namely Karo, North Tapanuli, Toba, Dairi, Simalungun, Samosir, and Humbang Hasundutan. The lake that was formed tens of thousands of years ago is the largest lake in Southeast Asia with a depth of about 450 meters and an area of about 1,145 kilometers.

Currently, infrastructure development in the Toba area can be felt by the community and is accompanied by the emergence of various tourism operators with various types of products and services offered. IT Del is one of the universities located in the Lake Toba area and is right on the edge of the lake. With its geographical location right in the center of the super priority tourist destination of Lake Toba, IT Del is expected to make a major contribution, especially through the implementation of the MBKM program.

## 2. Method

In carrying out the first activity, a mixed method is used to explore the required data and information. This activity combines qualitative and quantitative research. The technique used is by conducting surveys and focus group discussions (FGD).

- a. The survey was conducted by involving the entire population of undergraduate students, lecturers, and heads of study programs within the IT Del environment.

With this technique, the data will be collected and analyzed with a statistical approach. This activity will produce recommendations related to student specialization and a roadmap for research and community service for lecturers and study programs that can be linked to the implementation of MBKM. In the future, IT Del will have information about potential participants who can be involved in MBKM activities with topics related to tourism in the Toba area.

- b. Focus Group Discussion (FGD), which is an activity to explore the main issues with discussions involving various participants who are expected to provide related data and information. FGDs will be conducted four times, with the following details:
  - 1) FGD one time to dig up data and information about interests and roadmaps for research and community service from the IT Del environment for Toba tourism. This activity involves representatives of students, lecturers, and heads of study programs;
  - 2) FGD three times to get the needs of tourism operators related to assistance and support from universities with the MBKM scheme. This activity involved representatives of tourism operators from Toba Regency, Samosir Regency, and North Tapanuli Regency. The results of the two main activities will be analyzed, and a recommendation report will be made according to the results of the analysis activities.

## 3. Result and Analysis

Data on the number of foreign tourists visiting North Sumatra through 4 (four) entrances in January 2021 reached 8 visits, a decrease of 85.19 percent compared to those who came in December 2020 which reached 54 visits.

- a. For the January 2021 period, the number of foreign tourists visiting North Sumatra decreased by 99.96 percent compared to the same period in 2020, from 20,744 visits in 2020 to 8 visits in 2021.
- b. Room Occupancy Rate (TPK) for star hotels in North Sumatra in January 2021 reached an average of 37.63 percent, or decreased by 3.39 points compared to December 2020 of 41.02 percent.
- c. The average length of stay of foreign guests and Indonesian guests at five-star hotels in January 2021 reached 1.92 days, an increase of 0.22 points compared to December 2020.



d. The number of domestic passengers departing from North Sumatra via Kualanamu International Airport during January 2021 reached 157,342 people, an increase of 17.88 percent compared to December 2020 which reached 133,481 people.

e. The number of inter-island sea transportation passengers (domestic) departing in January 2021 was recorded at 5,329 people, an increase of 49.10 percent compared to the previous month of 3,574 people.

The following are the results of a survey conducted involving the entire population of undergraduate students, lecturers, and heads of study programs within the IT Del environment:

a. Based on the questionnaire that has been filled out by 53 lecturers, it can be concluded that all of the lecturers already know the contents of the MBKM program policy, in other words the MBKM program socialization has been conveyed in the IT Del environment, especially from the results of socialization and online activities organized by the university itself. The study program also has a previous program that can be adapted to the form of the Independent Learning-Independent Campus activity with an allocation of the number of course credits which is equivalent to the MBKM Learning Activity Form of 10-20 credits. Most of the ways for lecturers to be involved in activities to prepare for MBKM implementation are by contributing to discussions, meetings, and workshops related to the preparation for MBKM implementation and most lecturers are willing to become supervisors in MBKM activities.

b. Based on a survey conducted on education personnel with a total of 14 (fourteen) respondents. Thus, it can be concluded that all educators are aware of the Merdeka Learning-Independent Campus (MBKM) program. This MBKM information is dominantly obtained from offline/online socialization activities organized by universities. Through the implementation of MBKM, it can provide better influence and provision. This is because the universities involved participate in both administrative, management, supervisory, and technical services in MBKM activities. The satisfaction in the implementation of the MBKM program in universities makes this MBKM program recommended for students on campus.

c. Based on the results of a survey conducted on 1086 Del Institute of Technology students, it was found that most of the students were aware of the Merdeka Learning-Independence Campus (MBKM) program. Most of the students have never participated in the MBKM program. However, many of the students were very interested in the MBKM program. The most popular programs are: Internships/Work Practices and Student Exchange, the rest of the programs have minimal demand. If students take part in the MBKM Program, students want benefits in the form of: opportunities to work, pocket money and accommodation. The survey shows low interest in the tourism sector and also a low understanding of the MBKM concept that students will be able to work on.

To get a perspective from tourism actors, a Focus Group Discussion (FGD) was conducted to explore the main issues with discussions involving various participants from three districts, namely Toba Regency, North Tapanuli Regency, and Samosir Regency. The results of the discussion can be seen as follows.

Based on Tourist Service/Product Information

a. Analysis of Participant

1) Institution Origin

Based on a survey conducted in Toba Regency, participants came from fourteen villages/institutions, most of which came from Lumbangaol Village. In North Tapanuli Regency, the discussion participants came from Tarutung and the Salib Kasih Tourism Area for Samosir Regency.

b. Age

2) Most of the participants in the discussion conducted in North Tapanuli Regency were in the age range of 25-34 years. Participants in Toba Regency are mostly in the age range of 15-24 years. Meanwhile, in Samosir Regency, participants with an age range of 35-44 years participated.

c. Gender

Based on the survey results, most of the participants in Toba Regency were women. Likewise with North Tapanuli Regency, mostly women. Meanwhile, in Samosir District, the same number of men and women attended the discussion.

### **3.1 Analysis of Tourism Service/Product Information**

a. Types of Services/Products Available

Based on the survey, it can be seen that the tourism services/products offered by tourism business actors in Toba Regency in sequence from the most are agrotourism, culinary, homestay, nature reserve tourism and cultural tourism.

In North Tapanuli Regency the tourism services/products offered are travel, tour guides, pineapple products and tour packages.

In Samosir Regency, the types of services/products offered are in the form of lodging such as hotels or homestays and natural attractions.

b. Service Typean/Product Offered

Based on the types of services/products available, agro-tourism is considered to be the type of product offered, but it is still possible to develop services/products and make it part of the internship program for students:

- 1) Agrotourism: farming, ornamental poultry aquarium, citrus garden tours using ATV (all terrain vehicle).
- 2) Culinary: provides foods such as processed instant noodles (fried noodles, boiled noodles) and Toba specialties.
- 3) *homestay*: provides a bedroom, living room, bathroom, kitchen, family room, and others.
- 4) Natural Reserve Park: has lakeside views such as Tarabunga, Eden Gardens 100, and others.
- 5) Cultural Tourism: Batak cultural performances like ulos, traditional ceremonies.

For North Tapanuli Regency, most of them choose travel/tour packages, however, service/product development can also be used as a location for student internships in the form of:

- a) Travel: tour packages accompanied by guides, making tour packages/tour trips, travel services such as tourism buses
- b) Pineapple Product: Pineapple Farming is the main attraction in Onan Runggu 1 Village, Sipahutar which has good quality, refreshing sweet taste and one of the existing livelihoods. Examples of products that can be developed: pineapple chips, pineapple lunkhead, and pineapple juice.
- c) Micro, Small, Medium Enterprise (MSME) Products: marketing of frozen food products whose products/main ingredients come from farmers around Lake Toba/North Tapanuli by utilizing social media, such as Facebook and Instagram.
- d) Tour Guides: there are some tour guides who have expertise, but have limited self-promotion. It is advisable to provide a platform to show the profile, expertise, and experience of the guides so that tourists can choose the desired tour guide themselves.

In Samosir Regency, some people choose lodging places such as homestays and hotels. This is due to the large number of tourist objects that can be visited in Samosir Regency, so they need a place to stay when traveling. The following are things that can be developed and can be used as internship locations by students.

- 1) Nature Tourism: has beautiful tourist scenery such as white sand beaches, natural forest tours as a camping ground, tracking.
- 2) Lodging (homestay/hotel) : provides bedroom, living room, bathroom, kitchen, family room, and others.
- 3) Culinary: provides local specialties such as naniura, arsik, there are also other specialties
- 4) Service Travel: airport/station/intercity pick-up services, car charter services and travel tours in Samosir Regency accompany ny drivers who do have knowledge about Samosir tourism.

### 3.2 Based on an Understanding of the MBKM Program

a. Analysis of Understanding of the MBKM Program

1) Knowledge of MBKM Program

The survey results show that tourism operators in Toba Regency have mostly heard of the Merdeka Learning Program Independent Campus (MBKM) while tourism business actors in North Tapanuli Regency and Samosir Regency have mostly never heard of the Independent Campus Independent Learning Program (MBKM).

b. MBKM Partners

Based on the survey, it can be seen that tourism business actors from Toba Regency as a whole have never carried out joint activities (Partners) with Universities in the MBKM Program.

For tourism business actors from North Tapanuli Regency, a small number have had partnerships with universities, most of them have never. In Samosir Regency, a small number of them have done joint activities (partners) with universities in the MBKM program. The rest, have never been a partner in the MBKM program

By looking at the results of the survey in Toba Regency, the Del Institute of Technology will try to collaborate with tourism businesses in the area.

For business actors in North Tapanuli Regency, they have partnered with several different universities, namely:

- 1) Gadjah Mada University, activities thatg carried out, namely a visit to Sibandang in the context of PKN (Real Work Practice)
- 2) Sisingamangaraja XII University North Tapanuli (UNITA)
- 3) K . Institute of ReligionState Researcher (IAKN) Tarutung to carry out KKN (Real Work Lectures) for two months.

For Samosir Regency, the survey results show that business actors have partnered with several universities, namely: USI (Simalungun University), Medan Tourism Polytechnic and WBI Polytechnic (Wilmar Bisnis Indonesia). Activities carried out in the form of promotion of the Garden of Eden 100 and the online product of the Garden of Eden 100.

c. Willingness to be a Partner

Based on the survey results, most of the business actors in Toba Regency are willing to become partners for the Del Institute of Technology for the MBKM program.

For North Tapanuli Regency, there are those who are willing and unwilling to become partners.

While the majority of Samosir Regency chose not to be partners and did not provide answers about their willingness to become partners, however, there were some business actors who were willing to become partners with Del Institute of Technology.

d. Partnership Activities

Based on the survey results for partnership activities that can be carried out in Toba Regency in the form of:

- 1) help presearch for the development of agro-tourism potential,
- 2) provision of knowledge in the fields of technology, management and marketing,
- 3) give ssocialization in the use of Business Model Canvas
- 4) training on how to manage a business/business, and others.

For North Tapanuli Regency, several types of activities can be carried out as a form of partnership with Del Institute of Technology, such as:

- 1) assist in marketing/promotion of tourism services or products,
- 2) make the product designs more attractive,
- 3) conduct the business development research/application development,
- 4) assist in digitalizee the marketing of products that are already available,
- 5) create new business opportunities that are relevant to the needs of visitors.

For Samosir Regency, several activities that can be carried out as a form of partnership with Del Institute of Technology, such as:

- 1) software design for business management, for example channel manager, hotel operations, marketing manager, and so on.,
- 2) explore tourism potential that has not/still can/has been developed in the Lake Toba area.
- 3) helpdevelopment of villages and rural communities in the field of culinary management
- 4) make an effort to overcome the drought in some areas
- 5) innovate in agriculture
- 6) improve the ability ofdigital marketing, for example website creation, and so on.

e. Benefits

Benefits in this particular case is the provision of honoraria to students. This is based on a survey conducted on students. For Toba Regency, most business actors are willing to give honorariums to students who take part in the partnership program (64 percent), the rest do not provide answers (20 percent) and are not willing (16 percent).

For North Tapanuli Regency, most of the business actors did not answer regarding the honorarium (59.09 percent), some were willing (31.82 percent) and unwilling (9.09 percent).

For Samosir Regency, most of the business actors are willing to give honorarium to students (62.50 percent), some do not give an answer (18.7-5 percent) because they must first be discussed with tourism awareness groups (pokdarwis) in the local area (Desa Hutabaliens). The rest, business actors are not willing to give honoraria to students (18.75 percent).

#### 4. Conclusion

This research activity was carried out by means of a survey through the distribution of questionnaires and focus group discussions (FGD). For survey activities through the distribution of questionnaires involving undergraduate program students, lecturers, and heads of study programs within the IT Del environment, as well as for tourism business actors (operators). For focus group discussions (FGD) in the form of activities to explore the subject matter with focused discussions involving various participants from tourism business actors in Toba Regency, North Tapanuli Regency, Samosir Regency.

The results of data collection, processing, and analysis shows that the policy of the Independent Learning Campus program launched by the Ministry of Education, Culture, Research, and Technology has widely spread. In this case, the MBKM program has been noticed by the academic community at the Del Institute of Technology and tourism business actors (operators) around the Lake Toba area (Toba Regency, North Tapanuli Regency, Samosir Regency).

To implement the MBKM program, a good partnership is needed between educational institutions and the industrial sector. In this case, Del Institute of Technology as a university/educational institution is expected to establish partnerships with tourism operators in the Lake Toba Region. The results showed that IT Del and tourism business operators in Toba Regency, North Tapanuli Regency, and Samosir Regency were willing to establish partnerships in the MBKM program.

It is hoped that in the future it will be necessary to increase the role of universities to support the MBKM learning process, especially internships, for students, both through policies and strategic collaboration with partners, especially tourism development. And for tourism business actors, it is also expected to increase cooperation in supporting the MBKM program in terms of willingness to become partners that provide great benefits for both parties.

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