

Efforts to Increase New Students Through Socialization of Economics Majors and Job Opportunities for High School Students

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ABSTRACT

In an era full of competition like today requires us to have more skills, especially in the field of science and technology, because it is our provision in entering the world of work and can compete, one of the education that is expected to be taken is higher education at the university level. In North Sulawesi, one of the popular universities is Manado State University where there are 7 faculties including the Faculty of Economics and Business with a major in Economics, increasing the number of new students in the Department of Economics is one of the focuses in the development of higher education institutions. One of the efforts made is through socialization activities targeting high school students. This activity aims to provide a comprehensive understanding of the Department of Economics, including the curriculum, study program excellence, and career opportunities that can be accessed by graduates. Participants who participated in this activity were students of Class VII of SMA Negeri 1 Airmadidi. This socialization was successfully carried out as seen from the enthusiasm of students in conducting discussions and questions and answers, and many students were finally interested in continuing their education to universities, especially to the Department of Economics.

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INTRODUCTION

The development of an increasingly modern era, requires us to be involved in it, because if we do not follow the development of course we will be left behind. Rapid developments occur, one of which is in the field of science and technology, this encourages humans to have sufficient education to compete, and increase their capacity, where this education becomes the initial capital and can be a strong foundation in the increasingly fierce competition [1]. In this era, of course, education is one of the crucial things in determining a person's future, especially in finding a job, various classifications have been determined by interested parties in finding the right human resources in the world of work that suits their needs, and of course have an adequate level of education.

Higher education as an educational unit that organizes higher education plays a very important role in creating quality human resources, so that the changes of the times that are so fast can be responded to by existing educational products [2]. Universitas Negeri Manado is one of the state universities in North Sulawesi, has a vision of "UNIMA Unggul, Innovative Based on Mapalus" [3] there are 7 faculties in Unima, one of

which is the Faculty of Economics and Business, there are several departments in it including the Department of Economics, where this department has a profile of graduates as Economic Development Planners, Consultants and Economic Observers, Economic Data Analysts, Entrepreneurs (Entrepreneurs), and also Academics. Of course, graduates created from this Economics can compete, have qualified knowledge, and can help the Development of Economic Development in Indonesia.

However, the interest of students who join the Economics department is still relatively low, this is evidenced by the small number of students enrolled in the Economics Department, this is due to the lack of information about the Economics department that can be known by prospective students in this case the final level students in SMA / SMK in North Sulawesi. The lack of information in terms of learning curriculum, as well as opportunities and careers makes prospective students still not fully aware of the economics department at Universitas Negeri Manado. In the data taken from the Department of Economics, Faculty of Economics and Business, Universitas Negeri Manado shows that registered students are still lacking compared to other majors, then from the data itself the average student only comes from Minahasa Regency, Southeast Minahasa, South Minahasa, Tomohon City, Kotamobagu City, and Bolaang Mongondow. while other city districts in North Sulawesi are still very lacking, one of which comes from North Minahasa Regency. Therefore, in carrying out the Tri Dharma of Higher Education in the field of community service, it is necessary to hold a socialization at SMA / SMK in North Minahasa Regency, one of which is at SMA Negeri 1 Airmadidi, this socialization aims to increase the interest of prospective students to study at the Department of Economics, Universitas Negeri Manado, provide input to prospective students who are the future generation of the nation regarding careers and opportunities in the Department of Economics in order to become part of the existing Economic Development [4], and Increase the Level of Education in North Sulawesi.

METHOD

The target audience chosen in this activity is students of SMA Negeri 1 Airmadidi. The determination of the target was chosen based on the problem, namely the lack of students majoring in Economics from North Minahasa Regency, so SMA Negeri 1 Airmadidi was chosen as the target, this targeting is also an effort to increase higher education literacy and interest for students to continue their education to higher education, through this activity it can help the government in increasing the level of education of the community and for sustainable welfare and development.

The implementation of this Community Service activity (PKM) was carried out using lecture and discussion methods. The systematic implementation of this service activity is as follows [5]:

Step 1 (Lecture Method):

Participants were given an understanding of educational literacy, as well as providing motivation to have the willingness to continue their education to higher education through Universitas Negeri Manado. In addition, participants were given an overview of the Economics major, and its employment opportunities. The first step was held for 2 hours.

Step 2 (Discussion Method):

Training participants were given the opportunity to discuss problems related to education, especially in determining majors at universities that have been faced. The third step was held for 1 hour.

RESULTS

This community service was carried out on Friday, June 7, 2024 at SMA Negeri 1 Airmadidi. For the participants involved as participants, Class XI A and B students were selected as many as 43 people who were students who were preparing their goals for college. This activity began with prayer and then the homeroom teacher guided in the introduction process. Then the opening of the activity began with testimonials and experiences from Universitas Negeri Manado students, namely 4th Semester students majoring in Economics. Testimonials from students began by asking students what their goals were after graduating from college whether they would immediately work, then it was answered by students with enthusiasm. Some answered that they would immediately work and some answered to go to college. Furthermore, students began to share their interesting experiences while studying in the economics department at Universitas Negeri Manado. They told a lot of experiences gained while studying with the Merdeka Belajar Curriculum which was very enjoyable, and the lecture atmosphere was so interesting and challenging.



Fig 1. First Session Activity

After the first session ended, the second session continued with an understanding of educational literacy to students, as well as providing motivation so that they have the will and desire to continue their education to higher education through Universitas Negeri Manado. In addition, participants were given an overview of the Economics major, and work opportunities such as what jobs await them when they finish their studies. In this session, students were very enthusiastic about listening to the material provided.



Fig 2. Second Session Activity

In the last session, there was a discussion session and also a question and answer session by students, in this session there was activeness from students and curiosity from students about the Department of Economics, questions that were asked related to what courses were in the economics department, and also what scholarships they could get at Manado State University. After the question and answer session prizes were given to students who asked questions and then this session was closed with the conclusion of the discussion results.



Fig 3. Last Session Activity

CONCLUSION

Based on the results obtained during the discussion session with students and also questions and answers, it can be concluded that their interest in continuing their education to the college level has increased after listening to the material, and also after hearing the career opportunities that exist from economics graduates make students interested in majoring in economics, previously majoring in economics was less known by students but after this session they can find out more that economics is a major related to Economic Development in Indonesia.

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