

Management of BKK During the Covid-19 Pandemic as an Effort For Graduate Appliance

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Abstract: This study aims to describe (1) the policies in planning, implementing, and supervising the special job, (2) Strategies and cooperation implemented by the special job fair with work partners, and (3) the usefulness of special job fair in developing the carrier of SMK Negeri 4 Malang students. The research method used is a qualitative research method using a case study design. Data collection techniques used are interviews, documentation, and observation. The subjects of this research are the chairman of a special job fair, member of a special job fair, head of public relations, admin of public relations, three students, and three graduates. Data analysis is used with data reduction, data presentation, and conclusion drawing or verification. The results of this study are, (1) The supervision of BKK activities was conducted directly and indirectly by Public relations. BKK evaluated and reported the result of graduate search result viii and the report of work program to internal and external schools; (2) Strategies and cooperation implemented by the special job fair with work partners in Covid-19 Pandemic were done by applying two approaches namely BKK targeting or aiming the industries or the industries requesting to cooperate with BKK, and (3) The usefulness of the special job fair in developing the carrier of SMKN 4 Malang students was done through educative webinar implementation during Covid-19 Pandemic is increasing their knowledge and preparation to continue the next carrier they desire, through working, building a business, or continuing their study.

Keywords: The management of special job fair, Covid-19 pandemic, a workforce of the vocational school graduates, role in public relations and partnership, the world of business and industry

competition for jobs during the Covid-19 pandemic is increasing with many workers at risk of losing their jobs. This is because Covid-19 is increasingly threatening the economy and even other countries in the world (Acciarini, Boccardelli, & Vitale, 2021). The Covid-19 pandemic has also affected Vocational High School (SMK) graduates with many graduates who are not absorbed in accordance with their competencies or receiving low wages. Vocational High School according to Rupert Evans in Dardiri (2012) is an education that prepares students to have an ability to work in certain fields of work. Vocational High School is a secondary education institution that is held and prepared to continue and expand basic education in an effort to enter the workforce and develop a professional attitude (Erfitriana, 2016).

Vocational Schools have public relations services that aim to collaborate and communicate with industry in an effort to develop student competencies. Another goal is to inform the whereabouts of graduates. Public Relations has an organizational body that concentrates on graduates, namely the Special Job Exchange (BKK). BKK is an organization that carries out the function of bringing together job seekers with labor users in vocational schools or universities (Sutarno, 2012). In this case, BKK has

a role as a liaison to establish cooperation between schools and the industry. The existence of the BKK during the Covid-19 pandemic has an important role in providing job vacancy information services for graduates who have not or are already working, but wish to re-register for jobs in less stable economic conditions.

METHODS

The research method used is qualitative research with a case study approach, which was conducted at SMKN 4 Malang. According to Suryana (2012), qualitative research is a process of meaning without the use of statistical testing. Meanwhile, a case study is a research design that explains comprehensively various aspects of a person or individual, group, program, organization, or social situation.

Data collection techniques in the form of documentation, interviews, and observations. The observation consisted of observing the BKK unit room, the performance of BKK membership, the BKK telegram group, and implementing career insights through webinars. Meanwhile, the interview process with the research subjects was the head of the BKK, members of the BKK, the Deputy Head of Public Relations, and three students of SMKN 4 Malang. Interviews consisted of structured and semi-structured interviews (questions that were not previously included in the questionnaire guide). The researcher also conducted a documentation study to support the findings in the form of conducting webinars, pamphlets, and a list of industry partners.

Data analysis uses an interactive model by Miles, Huberman, and Saldana which consists of (1) data reduction process, (2) data presentation, and (3) drawing conclusions (Miles, et al., 2014). Checking the validity of the research data using method triangulation and source triangulation, checking members, increasing persistence, and adequacy of reference materials. This research stage consists of the preparation stage, the implementation stage which consists of fieldwork and data analysis, as well as the reporting stage by compiling and reporting the findings through article writing.

RESULTS

Policies in BKK Planning, Implementation, and Supervision

Planning

BKK SMKN 4 Malang has been established in 2016. Planning activities for BKK SMKN 4 Malang begins with the appointment of BKK members through a selection process by the school principal and Deputy Head of Public Relations, then making a letter of assignment. Membership of BKK SMKN 4 Malang consists of the chief coordinator and one member with the burden of duties and responsibilities assisted by public relations. Furthermore, the BKK membership makes a work program that is held together with the Deputy Head of Public Relations and Prakerin to get input using media such as Google Meet and Zoom. This was done because there were only two members of the BKK. The implementation of the work program planning is carried out at the beginning of the school year, namely in July.

Planning for the BKK work program during the Covid-19 pandemic consists of briefing students before graduation, BKK forum meetings, administration of job applications, job tests, monitoring alumni, and implementing job fairs. BKK services are also planned with much of it being done online. BKK plans a budget to implement work programs included in the Public Relations Budget Plan (RAB). In this case, the BKK does not manage the management of funds, but each activity is held by the BKK waiting for the funds to be received from the treasurer.

Implementation

The implementation of the BKK is part of the implementation of the BKK work program planning, the implementation is as follows:

Student Debriefing Before Graduation

Prior to the Covid-19 pandemic, BKK participated in providing debriefing for class XI (eleven) students who would take part in Prakerin and providing career insights in the form of seminars. Through these activities, students can prepare mentally and are ready to continue their careers. However, during the Covid-19 pandemic, BKK did not carry out debriefing for students.

BKK Forum Meeting

In 2015, BKK SMKN 4 Malang became part of the Malang BKK forum and in 2016 it joined to become part of the provincial and national BKK as the BKK was registered with the Manpower Office. Prior to the Covid-19 pandemic, BKK SMKN 4 Malang took part in offline BKK forum activities, but with the Covid-19 outbreak, the implementation of the BKK forum was carried out online through coordination in WhatsApp and telegram groups. BKK SMKN 4 Malang obtain information related to management, administration, sharing work programs, and training information to obtain information on job vacancies.

Implementation of the Job Fair

BKK SMKN 4 Malang has a plan to carry out a job fair by involving industries both from within East Java and outside East Java. The target of the job fair is graduates of SMKN 4 Malang. However, this activity was hampered by the Coronavirus outbreak. For this reason, the BKK SMKN 4 Malang job fair has not been carried out.

Administration of Job Application Letters

Administration of job application letters begins with information on job vacancies that enter the BKK. Prior to the Covid-19 pandemic, BKK received information on job vacancies which were then designed by BKK and posted on the wall magazine. However, now BKK only accepts online job vacancies from industry or other sources. There are BKK considerations in obtaining job vacancies information, namely the suitability of graduate competencies, facilities obtained, and so on. Information on incoming job vacancies with BKK involvement then creates a google form to collect graduate job applications that are informed using WhatsApp and telegram. Previously, BKK was able to submit application letters in physical form.

The demand for labor from SMKN 4 Malang graduates was also carried out in the absence of BKK involvement. Likewise, industries only send job vacancy information but do not involve BKK in collecting job application letters, so graduates can apply for jobs directly in the industry.

Job Test

The Covid-19 pandemic with industrial demand, the work test was carried out at SMKN 4 Malang. The BKK then provides a room for conducting job tests, providing accommodation, documenting, and providing assistance to graduates. The job test consists of psychological tests, and interviews, and there is also a Covid-19 free health test. After graduates are declared accepted for work, BKK creates a WhatsApp group for monitoring. Meanwhile, the delivery of BKK work is carried out in coordination with the industry.

Alumni Monitoring

Monitoring of alumni is carried out when graduates are still students by providing a graduation plan form consisting of student biodata, cellphone numbers, and graduation plans. Furthermore, monitoring is carried out after students are declared to have passed which is carried out when they are stamped with three fingers by providing a form and a google search form link. The search results in 2020 are 17.68% of graduates working according to majors, 16.36% not according to majors, 22.73% continuing to college, and 0.61% stating entrepreneurship, of which there are 42.73% graduates who have not been recorded, and have not worked yet. Monitoring alumni aims to find out graduates have not worked. These graduates become reserves for prospective workers owned by the BKK, so that when the industry asks for prospective workers, the BKK can fulfill the request. Efforts to monitor alumni who are looking for work by creating BKK communication groups via telegram and WhatsApp.

Supervision

The direct supervision of BKK is carried out by Public Relations because BKK is part of Public Relations. The BKK also reports the program of activities and the results of tracing graduates to the principal within one year of management through Public Relations at the school's internal management meeting. The results of the evaluation and supervision from the principal to the BKK, are reported through Public Relations for follow-up. However, it is possible for school principals to directly monitor and supervise BKK activities. The BKK also provides a report on the results of the search for graduates to the Department of Manpower and the Department of Education of the city of Malang. In this case, the monitoring and evaluation are aimed at internal and external schools.

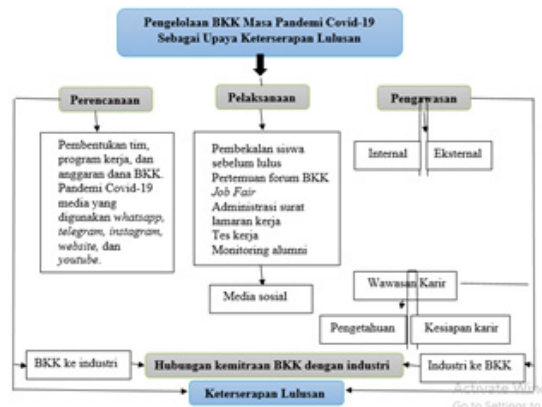
BKK Strategy and Cooperation with Partners

BKK's strategy and cooperation with industry as business partners are established in two ways, namely the requesting industry or the BKK requesting cooperation. The implementation of the BKK requesting cooperation is carried out through a visit approach and establishing good relations with industries that have not yet agreed to the MoU. First, the approach to visits to cooperation patterns of internships and industrial visits. In, during the cooperation visit, the MoU internship pattern was carried out by BKK by participating in visiting apprentice students with the Prakerin team. This pattern of cooperation is also carried out by taking into account the inputs of interns. Meanwhile, the BKK industrial visit cooperation pattern approaches without having anything to do with the implementation of student internships to establish cooperation in the absorption of graduates. Second, BKK maintains good relations with various industries that are good partners.

The implementation of industrial relations asking to become partners is carried out by contacting and visiting the BKK. Which, before the Covid-19 pandemic, could be done freely. Currently, the implementation of cooperation is carried out with online media such as using WhatsApp and email. Cooperation that exists during the pandemic as was done with PT. Aryan PP Property. Until now, BKK has 67 industrial partners by influencing the ease of distributing graduates and knowing the competency skills needed by the industry.

The Benefits of BKK in Student Career Development at SMKN 4 Malang

Public Relations of SMKN 4 Malang has a career insight work program with the involvement of BKK, which is relevant to BKK's task to provide students and alumni with career services. This program is shown to students of class XI (eleven) which can be followed by students of class X (ten) or graduates. The career insight program in the Covid-19 pandemic is carried out through webinars (web seminars) using youtube and zoom media. The webinar was held nine times according to the number and competence of expertise in the majors at SMKN 4 Malang. The role of BKK is to socialize and organize events to participate in evaluations. The activity was also attended by alumni of SMKN 4 Malang who succeeded in the world of work as presenters. From the webinar activity during the Covid-19 pandemic, students gain benefits in the form of knowledge and readiness to continue their next career. The overall findings can be illustrated in the active diagram, below.



DISCUSSION

Policies in BKK Planning, Implementation, and Supervision

Planning

The BKK activity of SMKN 4 Malang begins with planning for members through a selection process appointed by the school principal and the Deputy Head of Public Relations which is then confirmed by a letter of assignment. Planning for members in this organization is similar to the theory put forward by Hasnadi (2019:142) that in an effort to meet the needs of educational institutions, planning for human resources is needed to achieve goals. Gunawan and Benty (2017) state that if the human arrangement in management activities is good, then other elements can be well organized. The BKK has a chief coordinator and one member. Although there are two people, the implementation of BKK activities is assisted by school public relations.

The results showed that BKK had a work program consisting of briefing students before graduation, BKK forum meetings, administration of job applications, job tests, monitoring alumni, and implementing job fairs in an effort to achieve goals. Procurement of this work program as Supriatna and Nandang Budiman in Erfitriana (2016:39) that in an effort to maximize the performance of the BKK there are several activities carried out, one of which is a work program. In addition, before the pandemic, BKK planned direct work program activities at schools, but during the Covid-19 pandemic BKK SMKN 4 Malang used media in the form of zoom, WhatsApp, and google meet. This is as Imami & Hariyati (2021) stated that the Covid-19 pandemic resulted in the implementation of learning activities being moved from face-to-face to online. The BKK in its policy plans a budget for the implementation of work programs that are included in the Public Relations RAB. The theory from Wahid (2020) states that the education budget is a financial plan that will be used for activities that have been planned for a certain time. So, the BKK performs cost planning by compiling a budget of funds and disbursing funds through submissions to the treasurer.

Implementation

Debriefing students before graduation

The results of the research on the implementation of student debriefing were carried out before the Covid-19 pandemic by debriefing eleventh graders who will take part in Prakerin and providing career insight in the form of seminars. The BKK debriefing activity for students participating in this Prakerin is similar to the theory from Mackenzie (2002) which states that the purpose of direction is to optimize student learning in overcoming new expectations and experiences that will be obtained. Furthermore, Syamsu Yusuf in Sari, et al. (2015) stated that SMK students are expected to be able to choose and prepare for their careers. Based on the results of the research, through debriefing before graduation, students gain mental readiness and readiness to continue their careers. However, for now, during the Covid-19 pandemic, the provision of student debriefing before graduation has not been carried out.

BKK forum meeting

BKK participation in BKK forum activities prior to the Covid-19 pandemic can be through direct meetings. Currently, with the Covid-19 outbreak, the implementation of the BKK forum is carried out in coordination using WhatsApp and telegram groups. This participation gives the BKK SMKN 4 Malang several advantages for the management of BKK and information on job vacancies. This is according to the results of Fahad Hisyam Abdau's research (2019) that one of the factors supporting the implementation of labor recruitment is the participation of the BKK in the East Java Province BKK forum.

Implementation of the Job Fair

BKK SMKN 4 Malang already has a plan to conduct job fair activities with the participation of various industries and targets, namely graduates. This activity has not been carried out due to the Covid-19 pandemic conditions carrying out activity restrictions. As Tuwu (2020) explained that the government's

efforts to prevent the spread of Covid-19 by implementing social restrictions up to Large-Scale Social Restrictions (PSBB). This job fair activity is similar to Beam (2015) that in the implementation of the job fair participants can find out specific information directly about the desired job. In addition, Istianyani in Pambayun and Wagiran (2014: 249) stated that job fair exhibition activities are an effort to increase the absorption of graduates into the world of work. However, its implementation had to be delayed due to the Covid-19 pandemic.

Administration of Job Application Letters

BKK SMKN 4 Malang received job vacancies information which was then informed to graduates and became the first step in implementing job application administration. Through the participation of BKK, then create a google form to collect job applications during the Covid-19 pandemic. This is in accordance with the Regulation of the Minister of Manpower and Transmigration of the Republic of Indonesia Number: PER.07/MEN/IV/2008, 2008 concerning Manpower Placement Article 1 paragraph (1) states that the placement of workers in an effort to provide services to job seekers in obtaining employment and employers to fill job vacancies that match their talents, interests, and abilities. Before the pandemic, BKK received a physical job application letter. BKK obtains job vacancies information from various sources, both industrial partners, school personnel to parents of students with consideration of the suitability of competencies, facilities to be obtained, and many others. As Sukardi and Sumiati in Jahid (2018) state that information on job vacancies must be clear in meeting the requirements, which include clear, up-to-date, comprehensive, accurate, reliable, systematic, useful, and not confidential.

Job Test

During the Covid-19 pandemic, the work test was carried out at SMKN 4 Malang at the request of the industry. BKK plays a role in providing space, and documentation to mentoring graduates. Meanwhile, the overall implementation of the work test is carried out by the industry. This is as the Ministry of Manpower in Prasetyawan (2020) stated that one of the tasks of the BKK is to hold activities related to the recruitment and selection of prospective workers. Thorogood in Efendi, et al. (2017) stated that the purpose of vocational education is to help students find work.

For prospective workers who are declared to have passed the work test selection, BKK then creates a group to carry out monitoring. The BKK also delivers work based on an agreement with the industry. If the industry agrees that BKK will deliver, then BKK will carry out these activities. As stated in the BKK Technical Guidelines by the Directorate General of Manpower Placement Guidance and Employment Opportunity Expansion in Article 8 concerning the Scope of BKK Activities, the role of the BKK includes conducting verification activities as a follow-up to the placement and delivery carried out (Ministry of Manpower of the Republic of Indonesia, 2018).

Alumni Monitoring

BKK monitors graduates who have not worked by establishing a communication group. The monitoring implementation begins with data collection on student plans after graduation, and continued after students are declared graduated at the time of the three-finger stamp by providing a form and a google search form link. The implementation of this activity is according to the results of research from Nur Yani (2015) that the BKK's efforts to overcome the problem is to collect data on graduates. Although the results of the BKK search in 2020 show that many graduates have not been recorded, the BKK has attempted to create a BKK communication group with job seekers graduates. The communication group aims to inform job vacancies.

Supervision

BKK reports the results of activities and graduate tracking to the principal and public relations as internal schools. In addition, BKK also reports the results of the search for graduates to the Malang City Education Office, and Malang City Manpower Office. This is to Pramana, et al. (2014:13) administratively the implementation of educational evaluation consists of 3 types, namely in the form of reports, providing information (data), and providing an overview.

BKK Strategy and Cooperation with Partners

BKK's strategic activities and collaborations to obtain partners during the Covid-19 pandemic were mostly carried out through online communication using WhatsApp and email. This is as explained by Smith in Arifin (2017) that Vocational High Schools in establishing mutually beneficial relationships need to be carried out in the form of a partnership approach. Despite having to face the limitations of the Covid-19 pandemic, BKK managed to collaborate with industrial partners such as PT. Aryan PP Property. In order to gain partner relations, BKK approached internship visits, and industrial visits, and established good relations with the industry. This pattern of collaboration is similar to the results of research from Sriyono (2016) which explains that BKK's efforts to capture the business world start from promotions carried out by forming a special team by visiting companies and social media, Prakerin activities, and industrial visits. However, not a few industries have asked BKK to be partners in fulfilling job vacancies in the industry.

The Benefits of BKK in Student Career Development at SMKN 4 Malang

Public Relations has a work program that is relevant to the function of the BKK, namely in providing career insight. Career insights are carried out through web seminars (webinars) using media such as zoom and youtube. The target of this program is students to alumni. The webinar was held nine times according to the number and competence of expertise in majors at SMKN 4 Malang. This career insight activity as Yusuf in Sari, et al. (2015) stated that SMK students expected to be able to complete their developmental tasks in the career field, namely being able to choose and prepare for a career. Which, the benefits obtained by students are increased knowledge and readiness to continue their next career.

CONCLUSION

Policies in planning, implementing, and supervising BKK SMKN 4 Malang, namely the implementation of planning are carried out through team formation, work program planning, and budget planning. Planning for the implementation of the BKK in the Covid-19 pandemic uses social media in the form of a telegram, WhatsApp, zoom, and so on. The implementation of the BKK during the Covid-19 pandemic provided many services using social media such as information on job vacancies from before the pandemic that used a wall magazine, but there was an implementation of work programs carried out in schools, namely the implementation of work tests. The work program for debriefing students before graduation and job fairs has not been implemented. The supervision policy of the BKK is carried out directly by Public Relations as the head of the coordinator in the field of school public relations. BKK conducts evaluation activities and reports the results of graduate searches and work program reports to internal and external schools. The strategy and cooperation of the BKK with partners during the Covid-19 pandemic is carried out in two ways, namely BKK which targets or targets industries or industries that ask to cooperate with BKK. The benefits of BKK in the career development of SMKN 4 Malang students during the Covid-19 pandemic, namely increasing students' knowledge and readiness to continue their desired career through work, entrepreneurship, or continuing education.

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