

Strategy For Choosing A College To Continue Further Studies For Students In Batubara Regency

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Abstract.

College is a more complex gateway and focuses on a particular field of expertise. Therefore, it is only right that in finding a college there are many measuring indicators, depending on the priorities of each individual. Although education is not only obtained in the classroom, the way to explore students' potential needs to be done because the world of work which is a phase of life that actually depends on what they currently have. The Community Service that we carried out in Batubara Regency in collaboration with the Regional Education Office Branch V of Batubara Regency, the event "Socialization of Strategies for Choosing a College to Continue Further Studies for Students in Batubara Regency" went well and there was a very high-quality two-way interaction from the interaction it was revealed that this socialization event provided information and guidance to students so that they could make the right decision about the college they wanted to enter. In the event, students and principals got an overview and additional insight that college or higher education is a further stage after completing high school (SMA) or equivalent. In college, a person will gain deeper knowledge and understanding about the field of interest. However, there are still many of us who do not understand the importance of college. The methods used in this activity are lectures, discussions, and questions and answers about problems related to the Socialization of Strategies for Choosing a College to Continue Further Studies for Students in Batubara Regency. In this socialization event, participants held discussions and listened to socialization lectures that were packaged in the form of power point slide sheets and videos so that they could understand and comprehend the Strategy for Choosing a College to Continue Further Studies for Students. This is planned to be carried out continuously for this stage will be carried out within 1 year.

Keywords: *Choosing; Students and Batubara Regency.*

I. INTRODUCTION

Understanding in detail about higher education is important for teenagers, especially high school graduates. For those who want to continue their exploration of knowledge in college, of course, this information is very helpful. Things that can be used as indicators of a college that are in high demand are accreditation. According to Prof. Bhakti Alamsyah, who is the Dean of the Faculty of Science and Technology, Universitas Prima Indonesia (UNPRI) Medan, it is the main thing when choosing a college because it will be related to a career after graduation. Prof. Bhakti Alamsyah also explained that the world of work will tend to choose workers from college graduates with at least Very Good accreditation. This is because the level of difficulty and curriculum used by colleges accredited Very Good and above are certainly different from those below Very Good accreditation, so the quality of human resources produced also has different competencies. This is what is believed by companies that open job vacancies. In improving educational knowledge, it plays a very important role and has a big influence both in formal and informal areas in order to form quality human beings. To create quality human beings, of course, several indicators and goals are needed that can be achieved by children in their learning process. This educational goal will provide direction and encourage student success in the process of forming personality and increasing student knowledge without neglecting other elements in education.

[1] Therefore, the arrival of high school and vocational high school students throughout Batubara Regency in the Community Service event with the theme "Strategy for Choosing a College to Continue Further Studies for Students in Batubara Regency" in collaboration between UNPRI and the Regional Education Office Branch V of Batubara Regency, was welcomed by the Community Service Team from UNPRI. This visit was carried out with the intention of overcoming the anxiety of twelfth grade students in choosing a college, faculty, and major. The enthusiasm of the participants was very good, so that it fostered enthusiasm for the UNPRI Community Service Team to provide information related to colleges. It is no longer a taboo issue for prospective students to ask about tuition fees and other college costs. According to most students, cost is one of the reasons for choosing a college. Meanwhile, colleges that have Very Good accreditation are not a few that require a lot of money. Unlike other colleges, UNPRI implements a transparent system in financing education until graduating as a bachelor. All have been stated in detail and specifically in the new student admissions guidebook. This transparency is carried out so that prospective students are able to consider the continuation of their education, so that all types of costs have been prepared even before starting to register. Searching, researching, and choosing a college can be the first step in determining your future destiny. This is done by the students to the point of going around the internet to determine their path to success.

Participants of this activity, in addition to grade XII students, were also attended by the Principals of all over Batubara Regency. With the arrival of the Principals, a lot of information was obtained directly, thus making it easier for these grade XII children to determine which college they will go to. Also at UNPRI, there are actually alumni from several schools in Batubara, that the Principals really hope that with the arrival of their students they will gain new insights and understand more deeply about college. The arrival of students and Principals at this event can also increase relations between universities and schools, especially high schools. College is a more complex gateway and narrows down to a particular field of expertise. Therefore, it is appropriate that in searching for a college, there are many measuring indicators, depending on the priorities of each individual. Although education is not only obtained in the classroom, the way to explore the potential of students needs to be done because the world of work, which is a phase of life, actually depends on what they currently have. [3]. Higher education as one of the educational institutions, has the responsibility to prepare students to become good members of society. This responsibility is included in the Tridharma of Higher Education, namely education and teaching; research; and community service. [2].

II. PARTNER PROBLEMS

There are still many high school and vocational school students who have difficulty choosing a college due to various factors, including lack of information, pressure from family, unclear interests and talents, and tight competition.

III. METHODS

3.1 First Stage

At this stage, the community service team coordinates with the Batubara Regency Education Office Branch V, the first stage is planning the activities to be carried out. The planning process includes identifying needs, identifying potential and weaknesses in Batubara Regency, and determining solutions and activities to be carried out, and organizing activities. The planning is prepared jointly by the Batubara Regency Education Office Branch V and the UNPRI community service team who will also act as facilitators.

3.2 Second Stage

The second stage is the implementation of activities. Activities are carried out together with the Education Office Branch Office of Region V of Batubara Regency according to what has been planned. Meanwhile, the community service team will act as a Counselor on "Strategy for Choosing a College to Continue Further Studies for Students in Batubara Regency". And this activity is also planned to be attended by representatives of Class XII SMA and SMK students and the Principals of SMK and SMA throughout Batubara Regency. Team members are experts in the world of education because they are lecturers and have produced scientific works in the field of education.

3.3 Third Stage

In the third stage, monitoring and evaluation of activities are carried out. This process is also carried out by the Education Office Branch Office of Region V of Batubara Regency together with the Community Service Team so that further steps can be taken to respond to the results of monitoring and evaluation.

IV. RESULTS AND DISCUSSION

The results of the Community Service that we carried out in Batubara Regency in collaboration with the Batubara Regency Regional Education Office Branch V went well and there was a very high-quality two-way interaction and from this interaction it was revealed that this activity provided information and guidance to students so that they could make the right decision about the college they wanted to enter. In this activity, students and principals got an overview and added insight that college or higher education is a further stage after completing high school (SMA) or equivalent. In college, a person will gain deeper knowledge and understanding about the field of interest. However, there are still many of us who do not understand the importance of college.

Here are 5 things about the importance of college and the positive impacts that can be obtained from pursuing higher education :

a. Opening up better career opportunities

By completing higher education, a person will gain better competence and qualifications so that they can get a suitable job and a better position. In general, large companies and government agencies will prefer candidates who have a higher educational background.

b. Expanding social and professional networks

College also provides an opportunity to expand social and professional networks. During college, one will meet many friends, professors, and mentors who can help in building a professional network. In addition, many colleges offer internship or work experience programs that can help expand one's professional network.

c. Improve critical and creative thinking skills

College can also improve critical and creative thinking skills. In college, a person will be taught how to analyze a problem in depth, evaluate various alternative solutions, and choose the most appropriate solution. In addition, many colleges offer creative programs that can help improve creative thinking skills.

d. Develop a better personality

College can also help develop a better personality. During college, a person will meet various people with different backgrounds. This can help a person to develop better interpersonal skills and broaden his/her insight into the world.

e. Increasing competitiveness in the era of globalization

In the era of globalization like today, competition in the world of work is getting tighter. Completing higher education can be a distinct advantage in competing in an increasingly competitive job market. Someone who has a higher educational background tends to be easier to adapt to changes that occur and can get better career opportunities. [4]



Fig 1. Photos of Community Service Activities

From the descriptions above, it can be concluded that college or higher education is indeed very important. By pursuing higher education, a person will gain many benefits. There are several alternative solutions that we provide, namely a method or approach that we provide to High School and Vocational High School Students, to Schools and Branches of the Education Office of Region V of Batubara Regency, namely:

a. Consultation with the Community Service Team:

Students can consult with lecturers/service teams to get advice and information about colleges and study programs that suit their interests and talents.

b. Seminar or presentation:

The Community Service Team from UNPRI gave a presentation about the study programs they offer, the facilities available, and the extracurricular activities that can be participated in.

c. Campus Visit:

Students can visit the campuses of their choice to get a clearer picture of the campus atmosphere and the facilities available.

d. Group discussion:

Students can discuss with their friends about their college options and the study programs they are interested in.

e. Counseling on college entrance selection pathways:

Students are given information about various university entrance selection pathways, such as the National Selection Based on Achievement, National Selection Based on Tests, and independent pathways, as well as Universitas Prima Indonesia (UNPRI).

V. CONCLUSION

1. Community Service Activities on "Strategies for Choosing a College to Continue Further Studies for Students in Batubara Regency" went well and there was a very high-quality two-way interaction. From this interaction, it was revealed that this socialization event provided information and guidance to students and principals so that they could make 1. the right decision about the college they want to enter,
2. In the event, students and principals got an overview and additional insight that college or higher education is a further stage after completing high school (SMA) or equivalent. In college, someone will gain deeper knowledge and understanding about the field of interest. This community service activity is very interesting and right on target, this is reflected in the enthusiasm of students and Principals who participated in this activity and asked questions about many things in the discussion forum (question and answer).

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