Linearity Analysis of Motivation and Work Interest of Alumni of Tourism Service Business Expertise Competence in the Tourism Industry; Case Study at SMK Negeri 1 Sewon, Bantul, Yogyakarta

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KEYWORDS	ABSTRACT
lower case; write alphabetically in maximum 5 words	The purpose of this study was to determine the motivation and work interests of alumni of the Tourism Service Business Expertise Competence of SMK Negeri 1 Sewon and the right techniques so that alumni of the tourism service business expertise competency can work linearly in the tourism industry. This study uses a qualitative research method by taking 67 alumni of the Tourism Service Business Expertise Competence of SMK Negeri 1 Sewon Academic Year 2023/2024 as respondents. Meanwhile, the data analysis technique used in this study used triangulation consisting of the results of observations, interviews and documentation. Work motivation is very important to encourage a person's work interest. In accordance with the theory, if an individual is motivated, they will be encouraged to do anything to achieve a series of goals (Umeozor, 2018). Also in accordance with the SMK slogan, namely working, continuing and entrepreneurship. The results of the study showed that alumni felt less confident in their competency abilities, lacked mastery of foreign languages, lack of relations in the tourism industry and limited information on job vacancies in the tourism industry. Meanwhile, the right technique to answer this phenomenon is by encouraging the competency of students, placing Field Work Practices (PKL) according to the interests of students, providing motivation and work interests of alumni especially in the tourism industry, and providing education on qualifications and workforce needs in the tourism industry. This finding contributes to the Special Job Exchange (BKK) for Tourism Service Business Expertise Competencies of SMK Negeri 1 Sewon so that alumni can work linearly in the tourism industry.

INTRODUCTION

Working is the output or final goal of an individual after carrying out his/her duties as a student. Working based on talents, interests and skills is an internal factor within an individual to be able to produce superior products or services. Another external factor that can affect the quality of individual performance is the motivation to achieve goals optimally. Motivation and work interest are important in encouraging an individual's desire to do work optimally and thoroughly. According to Robbins (2001:24) that motivation is an individual's willingness to make high efforts to achieve organizational goals. "If an individual has motivation, then they will try their best to achieve the desired goals. Efforts to encourage motivation in working can be done by liking the work being done, the emergence of a sense of ownership and having a desire to develop.

The interests of individuals and the motivation that arises from individuals can maximize the work being done. Without interest and work motivation, individuals tend not to succeed in achieving work completion

and cannot produce superior and quality products or services. According to Brantas (2009: 1010) this motivation is an important subject for managers because by definition, managers must work through others. Some companies give rewards to employees if they can work thoroughly, in accordance with the company's goals and vision and mission and can produce products or services of very good quality. The rewards given by the company can be in the form of money, goods or trip incentives. Incentives are something to motivate (stimulate) that by giving gifts (rewards) to those who excel above Brantas' achievements (2019: 117). After getting a reward, it is hoped that employees will feel fresh and ready to work optimally again. This strategy can be used to increase employee interest and motivation in working.

The relationship between individuals as students with output to work is expected to be linear in order to be able to produce superior and quality products and be able to answer the challenges of the nation. Linearity is the harmony, similarity or similarity of the input variables and the output produced. The competencies obtained by students should be harmonious, similar or the same as the work done. Through the steps above, it is hoped that it can produce superior, quality products or services that are able to answer the challenges of the nation.

This study is entitled Analysis of Linearity of Motivation and Work Interest of Alumni of Tourism Service Business Expertise Competencies in the Tourism Industry with a Case Study at SMK Negeri 1 Sewon, Bantul, Special Region of Yogyakarta. SMK Negeri 1 Sewon is one of the schools in the field of Tourism located on Jl. Pulutan, Pendowoharjo Village, Sewon District, Bantul Regency, Special Region of Yogyakarta. Established in 1955 and has graduated 69 classes from the expertise competencies of Computer Network Engineering and Technology, Beauty, Fashion, Culinary, Hospitality and Tourism Service Business with a total of 2,167 students in the 2024/2025 academic year.

Tourism Service Business is one of the expertise competencies that has a concentration of expertise in making tour packages, tour guiding, calculating flight fares and managing the Meeting, Incentive, Conference and Exhibition (MICE) industry. Alumni of the Tourism Service Business expertise competency are integrated and connected in a database so that teachers and alumni can exchange information about job vacancies both domestically and abroad, competency training and other information needed by alumni. The database that we have managed has not been able to channel alumni to work linearly according to the expertise competency of the Tourism Service Business. So the purpose of this study is to determine the motivation and work interests of alumni of the Tourism Service Business Expertise Competency of SMK Negeri 1 Sewon and what are the right techniques so that alumni of the Tourism Service Business Expertise Competency can work linearly in the tourism industry. This study is in line with the business study journal by Ary (2015) regarding the influence of work motivation on employee performance. Thus, this study is expected to contribute to the Special Job Exchange (BKK) of the Tourism Service Business Expertise Competency of SMK Negeri 1 Sewon so that alumni can work linearly in the tourism industry.

LITERATURE REVIEW

Motivation

Motivation is one of the external factors to improve employee performance according to Hasibuan (2010:141), defining motivation as the provision of driving force that creates a person's passion for work so that they are willing to work together productively and successfully achieve and realize predetermined goals. Previously, Flippo in Brantas (2009:10) also stated that directing or motivation is essence. It is a skill in aligning employee and organizational interest so that behavior results in achievement of employee want simultaneously with attaintment of organizational objectives.

Job Interests

Shalahudin (Darmadi 2017:10) said that interest is attention that contains elements of feelings. It can be explained that work interest is closely related to the pleasure of learning and exploring new competencies. So if an individual has an interest, he will be serious about learning and vice versa, if he does not have an interest, the individual tends to be lazy to do it.

Linier

Dumairi (2015) said that linear function is a function that is often used by economists and businessmen to solve economic and business problems. Based on this theory, the education obtained by students should be harmonious, similar or the same as the work being done. Through the steps above, it is hoped that it can produce superior, quality products or services that are able to answer the challenges of the nation. With complete and maximum performance, individuals can solve economic problems, meet needs and can improve the welfare of life so that it is in accordance with the linear function.

Tourism Service Business

According to Law Number 10 of 2009 concerning tourism, tourism businesses are businesses that provide goods and/or services to meet tourism needs. Some types of tourism businesses include:

1. Tourist attraction businesses, namely businesses that manage natural, cultural or artificial tourist attractions.

2. Tourism area businesses, namely businesses that build and/or manage areas to meet tourism needs.

3. Tourism transportation service businesses, namely businesses that provide transportation for tourism needs.

4. Tourism travel service businesses, namely travel bureau and travel agent businesses.

5. Tourism information service businesses, namely businesses that provide data, news, photos, videos and research results regarding tourism.

The types of tourism businesses written in the Law are in accordance with the expertise competencies of Tourism Service Business at SMK Negeri 1 Sewon.

Tourism Industry

According to Law Number 10 of 2009, the tourism industry is a collection of interrelated tourism businesses. Types of tourism industries include accommodation, restaurants or food and beverage providers, transportation, tourist attractions and money changers or financial services.

METHOD

The method used in this study is a qualitative research method. Researchers use qualitative research methods because they can understand phenomena naturally and holistically, get a deeper explanation from respondents and can describe conditions in the field more transparently and deeply. The study was conducted by taking a sample of 67 alumni of the Tourism Service Business Expertise Competence of SMK Negeri 1 Sewon Academic Year 2022/2023 as respondents. The data collection method is through direct involvement with respondents with observation techniques on alumni who have worked linearly in the tourism industry or outside the tourism industry. In-depth interview techniques with alumni to gain an

understanding of work motivation and interest, internal and external factors in working, linearity of work interests and work experience. Documentation techniques with alumni data collection through the Special Job Exchange (BKK) related to alumni academic achievements, academic and non-academic achievements, alumni performance data and study tracers. Meanwhile, the data analysis technique used in this study uses triangulation to increase the validity of the study by comparing the results of observations, interviews and documentation.

RESULTS AND DISCUSSION

RESULT

Based on the results of observations and in-depth interviews with alumni of Tourism Service Business Competence of SMK Negeri 1 Sewon, it shows that:

1. Alumni feel less confident in their competency skills

The expertise competencies that are productive subjects of Tourism Service Business include making tour packages, tour guides, calculating flight fares and managing the Meeting, Incentive, Conference and Exhibition (MICE) industry that have been given by educators have proven to be less able to be absorbed optimally by students. The diversity of students with various backgrounds is the main key in this case. Students have not been able to fully understand the details of all the competencies provided. This causes differences in the competency skills mastered by each student. Then it has an impact on the lack of alumni confidence in their competency skills in the field of making tour packages, tour guides, calculating flight fares and managing the Meeting, Incentive, Conference and Exhibition (MICE) industry.

2. Lack of mastery of foreign languages

The tourism industry is very broad, closely related to foreign language skills for communication. English as an international language is used as a means of verbal and non-verbal communication with tourists, especially Foreign Nationals (WNA). Based on this study, as many as 8% or 5 alumni of the 67 respondents of the Tourism Service Business Expertise Competence of SMK Negeri 1 Sewon were able to master foreign languages well, while the rest did not master foreign languages, namely English. This is due to the low interest of alumni to learn foreign languages. Therefore, it is inversely proportional to the demands of the world of work, especially in the tourism industry, which requires them to be able to speak English well.

3. Lack of relations in the tourism industry

Alumni feel that they do not have working relations in the Business World and Tourism Industry in general. External factors that influence this are because alumni feel unfamiliar with the tourism industry and tend to be afraid to enter the tourism industry. Another factor is the alumni environment that is not active in the tourism industry so that alumni feel uninterested in learning in a new environment, especially tourism.

4. Limited information on job vacancies in the tourism industry

The Special Job Exchange (BKK) alumni database used by SMK Negeri 1 Sewon has not been able to meet its targets, especially in the tourism sector. This is proven by the minimal number of tourism industries that open job vacancies for alumni of Vocational High Schools (SMK). The high qualification requirements and standards used by the tourism industry have not been able to be adjusted by alumni. So that most alumni choose to work not linearly with their expertise and/or continue their studies to improve their competence in order to be able to compete and work in the tourism industry.
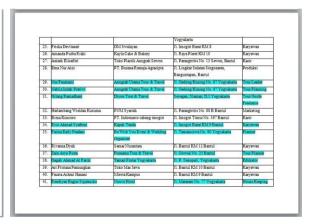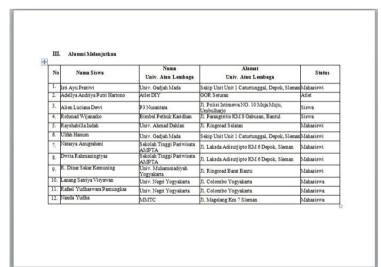
DISCUSSION

The results of the study showed that 14% or 21 alumni worked linearly in the tourism industry, while the rest worked non-linearly in the tourism industry, became entrepreneurs and continued their studies. This is in accordance with the Special Job Fair Report for Tourism Service Business Expertise Competencies at SMK Negeri 1 Sewon in 2023/2024.

LAPORAN BURSA KERJA KHUSUS
KOMPETENSI USAHA LAYANAN PARIWISATA
SMK NEGERI 1 SEWON
TAHUN AJARAN 2023/2024

I. Alumni Bekerja

No	Nama Siswa	Nama Perusahaan	Alamat Perusahaan	Jabatan/Posisi
1.	Donna Angelina	Nasi Kandar Tuan Agung	Cakradiningratan, Jetis, Yogyakarta	Waitress
2.	Gifta Putri Mahadewi	Takoyaki Hiroshi	Kasongan, Bantul	Waitress
3.	Puspita Wulandari	Merries Pamela Satu	Jl. Kusumanegara No. 145 Yogyakarta	Ambasador
4.	Raisa Annisrulwaqi Az Zahra	FGA Tour & Travel	Sampangan, Wirokerten, Banguntapan, Bantul	Tour Planner
5.	Ratih Tri Kusuma Wardani	Merapi Pesona Tour & Travel	Jl. Raya Ring Road Barat No. 187 Bantul	Tour Planning & Ticketing
6.	Rio Alvito Adhitya Putra	Java Anugrah Tour & Travel	Tim Cabang Yogyakarta	Tour Leader
7.	Wahyu Anugraheni	Live Smart Shopping Online	Badegan, Bantul	Live staff
8.	Ananda Rifki Nur Ihsan	Wawawa Toko Cat	Jl. Rejowinangun, Gedongkuning, Yogyakarta	Staff
9.	Febryan Bayu Aji Prasetyo	PT. Madukismo	Jl. Madukismo, Bantul	Driver
10.	Aldheta Mia Ayu Wijayanti	FGA Tour & Travel	Sampangan, Wirokerten, Banguntapan, Bantul	Tour Planner
11.	Alinda Sulvia Damayanti	Always Tour & Travel	Wirosaban UH 6/609 Umbulharjo, Yogyakarta	Tour Planner
12.	Aliya Putri Ani	Grasindo Handphones & Accesories	Jl. Parangtritis KM 8 Sewon, Bantul	Kasir
13.	Mafaza Salma Zulfa Ghinaa	FGA Tour & Travel	Sampangan, Wirokerten, Banguntapan, Bantul	Tour Planner
14.	Nurmantista Desta Safira	DST Skin & Slimming Care	Jl. Raya Seturan No 3 Crustunggal, Depok, Sleman	Customer Service
15.	Ririn Tri Kurnia	RM Limo Papat	Mantrijeron, Yogyakarta	Kasir
16.	Aishka Rahmadani	Museum History Of Java	Jl. Parangtritis KM 3.5 Sewon, Bantul	Edukator
17.	Alfihra Laila Khanila	Museum Tino Tini Sidin	Jl. Tino Sidin No. 297 Kadipiro, Yogyakarta	Edukator
18.	Anastasya Meliawati	Gizusa Trans Tour & Travel	Stasiun Tugu Yogyakarta	Tim Rent Car
19.	Galang Maulana Rafi	Teh Ideman	Kampus Isi	Bartender
20.	Hilmi Naisyea Rafi	FGA Tour & Travel	Sampangan, Wirokerten, Banguntapan, Bantul	Ticketing
21.	Kevin Ariefto Wibowo	Teh Desa	Kampus UNY	Bartender
22.	Lelly Ida Septiana	Lynn Hotel	Jl. Jogokaryan No. 82 Mantrijeron, Yogyakarta	Food & Beverages Product
23.	Noefi Choisiyah	General Optic	Jl. Gedong Kuning No. 122 Yogyakarta	Konsultan
24.	Herlambang Wieldan A.S	Hara Chicken	Jl. Parangtritis KM 3 Mantrijeron, Yogyakarta	Cook
25.	Friska Devitasari	DM Swalayan	Jl. Imogiri Barat KM 8	Karyawan
26.	Amanda Purba Rizki	Kayla Cake & Bakery	Jl. Raya Pleret KM 10	Karyawan
27.	Azizah Elisafitri	Toko Plastik Anugrah Sewon	Jl. Parangtritis No. 13 Sewon, Bantul	Kasir
28.	Erna Nur Aini	PT. Busana Remaja Agracipta	Jl. Lingkar Selatan Singosaren, Banguntapan, Bantul	Produksi
29.	Nur Faumanti	Anugrah Utama Tour & Travel	Jl. Gedong Kuning No. 87 Yogyakarta	Tour Leader
30.	Nabila Indah Pratiwi	Anugrah Utama Tour & Travel	Jl. Gedong Kuning No. 87 Yogyakarta	Tour Planning
31.	Gilang Ramadhani	Diyon Tour & Travel	Seyegan, Sleman, D.I.Yogyakarta	Tour Guide Freelance
32.	Herlambang Wieldan Kusuma	PNM Syariah	Jl. Parangtritis No. 88 B Bantul	Marketing
33.	Bima Kuncoro	PT. Indomarco cabang imogiri	Jl. Imogiri Timur No. 567 Bantul	Kasir
34.	Rico Ahmad Syafroni	Kepek Tenda	Jl. Imogiri Barat KM 9 Bantul	Karyawan
35.	Ferina Early Pradani	Be With You Event & Wedding Organizer	Jl. Tamansiswa No. 80 Yogyakarta	Planner
36.	Rivanna Dyah	Semar Nusantara	Jl. Bantul KM 12 Bantul	Karyawan
37.	Zain Arya Putra	Purnama Tour & Travel	Jl. Gowok No. 23 Bantul	Tour Planner
38.	Gagah Ahmad Al Fatizi	Taman Pintar Yogyakarta	Jl. P. Senopati, Yogyakarta	Edukator
39.	Ari Fittiana Pamungkas	Toko Mas Jawa	Jl. Bantul KM 10 Bantul	Karyawan
40.	Fausta Achmi Hanani	Mirota Kampus	Jl. Bantul KM 9 Bantul	Karyawan
41.	Rondiyan Bagus Sujatmiko	Nouve Hotel	Jl. Mataram No. 77 Yogyakarta	House Keeping

III. Alumni Melanjutkan

No	Nama Siswa	Nama Univ. Atau Lembaga	Alamat Univ. Atau Lembaga	Status
1.	Isti Ayu Pratiwi	Univ. Gadjah Mada	Sekip Unit 1 Caturtunggal, Depok, Sleman	Mahasiswi
2.	Adellya Andriya Putri Hartono	Atlet DIY	GOR Saturan	Atlet
3.	Alien Luciana Dewi	P3 Nusantara	Jl. Polisi Istimewa NO. 10 Muja Muju, Umbulharjo	Siswa
4.	Rohmad Wijanarko	Bimbel Pethuk Karidhan	Jl. Parangtritis KM 8 Gabusan, Bantul	Siswa
5.	Rayshabilla Indah	Univ. Ahmad Dahlan	Jl. Ringroad Selatan	Mahasiswi
6.	Ulfah Hanum	Univ. Gadjah Mada	Sekip Unit 1 Caturtunggal, Depok, Sleman	Mahasiswi
7.	Natasya Anugraheni	Sekolah Tinggi Pariwisata AMPTA	Jl. Laksda Adisutjipto KM 6 Depok, Sleman	Mahasiswi
8.	Dwita Rahmaningtyas	Sekolah Tinggi Pariwisata AMPTA	Jl. Laksda Adisutjipto KM 6 Depok, Sleman	Mahasiswi
9.	R. Dinar Sekar Kemuning	Univ. Muhammadiyah Yogyakarta	Jl. Ringroad Barat Bantu	Mahasiswi
10.	Lanang Satriya Viryawan	Univ. Negri Yogyakarta	Jl. Colombo Yogyakarta	Mahasiswa
11.	Rafael Yudhiawara Pamungkas	Univ. Negri Yogyakarta	Jl. Colombo Yogyakarta	Mahasiswa
12.	Nanda Yudha	MMTC	Jl. Magelang Km 7 Sleman	Mahasiswa

The right technique to answer the phenomenon of problems that occur in alumni of the Tourism Service Business Expertise Competency of SMK Negeri 1 Sewon is through:

1. Encourage students' competency skills

Educators help encourage students' abilities by selecting the competency units that are most in demand. Students can gain knowledge from various sources so that the competencies they are interested in can be mastered optimally.

2. Placing Field Work Practices (PKL) according to students' interests

Field Work Practices (PKL) are one of the mandatory requirements that must be carried out by Vocational High School (SMK) students. Field Work Practices (PKL) have many benefits, one of which is as a learning medium for students to be ready to work when they graduate. The selection of the location of the Field Work Practices (PKL) should be adjusted to the interests of students. In this way, students can expand their networks and relationships in the world of work, especially in the tourism industry.

3. Provide motivation and work interest for alumni, especially in the tourism industry.

Educators collaborate with the labor office and tourism industry to foster students' motivation and interest in work. Opportunities to be achieved in a career, benefits in self-development, increased understanding of competencies and foreign language training. With the hope that they can later work in the tourism industry.

4. Provide education on qualifications and workforce needs in the tourism industry

Educators together with students, the Special Job Exchange (BKK) team and the tourism industry conduct Focus Group Discussions (FGD) related to the requirements and needs of workers in the tourism industry. Furthermore, they can hold a job fair for alumni who have graduated.

This study is expected to provide insight into the motivation and work interests of alumni of the Tourism Service Business Expertise Competency of SMK Negeri 1 Sewon which is linear with the tourism industry. The results of this study can be used as evaluation material for SMK Negeri 1 Sewon, especially the Tourism Service Business Expertise Competency to improve the curriculum that is relevant and in accordance with the needs of the Tourism Industry world of work.

CONCLUSION

Based on these findings, researchers can suggest efforts to improve synchronization and programs to increase knowledge and competence of students of Tourism Service Business Expertence Competence at SMK Negeri 1 Sewon so that students can be motivated, and later alumni are able to compete in the tourism industry. This study will provide a better understanding of the relationship between motivation, work interest and linearity of expertise competencies that have been learned in school and their application in the tourism industry. And can provide recommendations for further development in vocational education, especially in the field of tourism

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