



PANDUAN MAGANG *INTERNSHIP GUIDE*

MANAGEMENT STUDY PROGRAM
UNIVERSITAS MERCU BUANA YOGYAKARTA

**GUIDE
FIELDWORK LECTURES
/ INTERNSHIP**



**MANAGEMENT STUDY PROGRAM,
FACULTY OF ECONOMICS
UNIVERSITAS MERCU BUANA YOGYAKARTA
ACADEMIC YEAR 2023/2024**

1. Rationale

The rationale for implementing the KKL / Internship program in the UMBY Management Study Program is:

- a. The vision of the UMBY Management Study Program is to produce excellent scholars in the field of business management of Micro, Small and Medium Enterprises (MSMEs) in Indonesia, professional, entrepreneurial, and with global insight in 2029.
- b. This vision is translated into a curriculum based on the Indonesian National Qualifications Framework (KKNI) and the Tri Dharma of Higher Education Management Study Program activities, both education, research, and community service directed at empowering MSMEs and cooperatives.
- c. The Management Study Program develops an outcome-based education model, where each activity of the Tri Dharma of Higher Education is directed to produce specific outcomes according to the basis of excellence.

2. Purpose

The objectives of organizing the KKL / Internship program in the UMBY Management Study Program are:

- a. Apply knowledge and skills according to the student's field of interest in order to contribute to helping the development of MSMEs and cooperatives
- b. Develop students' abilities and skills in solving problems faced by MSMEs and cooperatives
- c. Improve management knowledge and skills according to the field of specialization based on practical experience in the real world

3. Goal

The targets of the KKL / Internship program in the UMBY Management Study Program are: MSMEs, Micro Enterprises focus on the community (paguyuban / center / cluster),

Cooperatives, Joint Ventures/business communities, Commercial companies, Government/public agencies.

4. External

The mandatory output of the KKL / Internship program in the UMBY Management Study Program is the Manuscript of the Journal of Community Service Article and youtube videos.

5. Implementation Method

Forms of Internship/KKL Activities

Internships / MPAs are carried out offline, according to the field of scientific specialization.

Location determination

The location of KKL / internship is adjusted to the needs and areas of interest of students, and is determined together in consultation with the KKL / Internship Supervisor.

Period

KKL / Internship is carried out for 1 (one) month, with at least 25 days effectively carrying out work / activities for the location of KKL / internship.

Technical implementation

The implementation of KKL / internship based on the needs and problems to be solved at the internship location, adjusted to the skills of the student's field of interest.

The stages of KKL/internship implementation include the following activities:

- 1) Observe internship locations offline
- 2) Agreement on the location of the internship with the Supervisor
- 3) Submission of an application letter to the internship location (signed by the Supervisor)
- 4) Internship planning and agreement on internship programs (mandatory consultation with the Supervisor)
- 5) Implementation of offline internship programs
- 6) Evaluation and preparation of report articles (consultation with Supervisor is mandatory)
- 7) Internship report article collection

6. Reporting

- a. Report Compiled deep shape article journal Devotion to society.
- b. The number of article pages is **15 pages**, with Times New Roman typeface, 12 fonts, and 1.5 spacing.
- c. Internship report articles are collected in softcopy form and attached youtube video link. (collection link to be announced at WEB FE)

7. Systematics of Internship Report Articles

The systematics of MPA/internship report articles are as follows:

- 1) **Title**, Author Name, Supervisor Name, and email address
- 2) **Abstract**

The abstract is written in English, contains the objectives, methods and results of the internship, length 2-3 paragraphs

3) Introduction

Contains a description of the analysis of situations / conditions and problems at the internship location, as well as the objectives and benefits of the internship

4) Method

Contains solutions, programs, and techniques / methods of implementing solutions to problems of internship locations

5) Results and Discussion

Contains a description of program activities / activities that have been implemented, changes that have been produced, evaluations, and valuable lessons (*lesson learned*), equipped with drawings/diagrams, documentation (photos) of relevant internship implementation

6) Conclusion and Advice

Contains conclusions from the implementation of the internship and various recommendations for improvement/development for future internship locations

7) Bibliography

8) Attachments

As an attachment to the article, it is mandatory to include a Certificate of carrying out KKL / internship and an assessment result form from the internship location

8. Valuation

Valuation KKL/internship Done by Lecturer Supervisor taking into account:

- a. Performance and contribution to the benefits of implementing MPAs/internships for 1 month
- b. Quality of MPA/internship report articles
- c. Assessment results from the KKL / internship location (the internship location will be asked to provide an assessment to students letters (A / B / C))
- d. The final amount of the internship is in the form of letters according to the provisions of the University

Matters that have not been regulated in this guidebook will be regulated later through a joint policy between the management of the UMBY Management Study Program and the KKL/Internship Supervisor.

Yogyakarta, 21 September 2023

Head of Study Program

**PANDUAN
KULIAH KERJA LAPANGAN
(KKL) / MAGANG**



**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS MERCU BUANA YOGYAKARTA
TAHUN AKADEMIK 2023/2024**

1. Dasar Pemikiran

Dasar pemikiran penyelenggaraan program KKL/Magang di Program Studi Manajemen UMBY adalah:

- a. Visi Program Studi Manajemen UMBY adalah untuk menghasilkan sarjana yang unggul di bidang manajemen bisnis Usaha Mikro Kecil Menengah (UMKM) di Indonesia, profesional, berjiwa wirausaha, dan serta memiliki wawasan global pada tahun 2029.
- b. Visi tersebut diterjemahkan ke dalam kurikulum berbasis Kerangka Kualifikasi Nasional Indonesia (KKNI) dan kegiatan Tri Dharma Perguruan Tinggi Program Studi Manajemen, baik pendidikan, penelitian, maupun pengabdian kepada masyarakat yang diarahkan pada pemberdayaan UMKM dan koperasi.
- c. Program Studi Manajemen mengembangkan model pendidikan berbasis luaran (*outcome based education*), di mana setiap kegiatan Tri Dharma Perguruan Tinggi tersebut diarahkan untuk menghasilkan luaran spesifik sesuai basis keunggulan.

2. Tujuan

Tujuan penyelenggaraan program KKL/Magang di Program Studi Manajemen UMBY adalah:

- a. Menerapkan pengetahuan dan kecakapan sesuai bidang peminatan mahasiswa dalam rangka turut berkontribusi membantu pengembangan UMKM dan koperasi
- b. Mengembangkan kemampuan dan keterampilan mahasiswa dalam memecahkan permasalahan yang dihadapi UMKM dan koperasi
- c. Meningkatkan pengetahuan dan ketrampilan manajemen sesuai bidang peminatan berdasarkan pengalaman praktis di dunia nyata

3. Sasaran

Sasaran program KKL/Magang di Program Studi Manajemen UMBY adalah: UMKM, Usaha Mikro fokus ke komunitas (paguyuban/sentra/klaster),

Koperasi, Usaha Bersama/komunitas bisnis, Perusahaan komersial, Instansi pemerintahan/public.

4. Luaran

Luaran wajib program KKL/Magang di Program Studi Manajemen UMBY adalah Naskah Artikel Jurnal Pengabdian kepada Masyarakat dan video youtube.

5. Metode Pelaksanaan

Bentuk Kegiatan Magang/KKL

Magang/KKL dilakukan secara offline, sesuai bidang peminatan keilmuan.

Penentuan lokasi

Lokasi KKL/magang disesuaikan dengan kebutuhan dan bidang peminatan mahasiswa, dan ditetapkan bersama melalui konsultasi dengan Dosen Pembimbing KKL/Magang.

Jangka waktu

KKL/Magang dilaksanakan selama 1 (satu) bulan, dengan sekurang-kurangnya 25 hari efektif menjalankan pekerjaan/kegiatan untuk lokasi KKL/magang.

Teknis pelaksanaan

Pelaksanaan KKL/magang berdasarkan kebutuhan dan permasalahan yang akan dipecahkan di lokasi magang, disesuaikan dengan kecakapan bidang peminatan mahasiswa.

Tahapan pelaksanaan KKL/magang meliputi kegiatan sebagai berikut:

- 1) Observasi lokasi magang secara offline
- 2) Penyepakatan lokasi magang dengan Dosen Pembimbing

- 3) Pengajuan surat permohonan ke lokasi magang (ditandatangani Dosen Pembimbing)
- 4) Perencanaan kerja magang dan penyepakatan program kerja magang (wajib konsultasi dengan Dosen Pembimbing)
- 5) Pelaksanaan program kerja magang secara offline
- 6) Evaluasi dan penyusunan artikel laporan (wajib konsultasi dengan Dosen Pembimbing)
- 7) Pengumpulan artikel laporan magang

6. Pelaporan

- a. Laporan disusun dalam bentuk artikel jurnal pengabdian kepada masyarakat.
- b. Jumlah halaman artikel **15 halaman**, dengan jenis huruf Times New Roman, font 12, dan spasi 1,5.
- c. Artikel laporan magang dikumpul dalam bentuk softcopy dan dilampirkan link video youtube. (link pengumpulan akan diumumkan di WEB FE)

7. Sistematika Artikel Laporan Magang

Sistematika artikel laporan KKL/magang adalah sebagai berikut:

- 1) Judul, Nama Penulis, Nama Dosen Pembimbing, dan alamat email
- 2) Abstrak**
Abstrak ditulis dalam Bahasa Inggris, berisi tujuan, metode, dan hasil magang, panjang 2-3 paragraf
- 3) Pendahuluan**
Berisi uraian analisis situasi/kondisi dan masalah di lokasi magang, serta tujuan dan manfaat magang
- 4) Metode**
Berisi solusi, program, dan teknik/metode implementasi solusi permasalahan lokasi magang
- 5) Hasil dan Pembahasan**
Berisi uraian aktivitas program/kegiatan yang sudah dilaksanakan, perubahan yang sudah dihasilkan, evaluasi, dan pelajaran berharga

(*lesson learned*), dilengkapi gambar/diagram, dokumentasi (foto) pelaksanaan magang yang relevan

6) Kesimpulan dan Saran

Berisi kesimpulan dari pelaksanaan magang dan berbagai rekomendasi untuk perbaikan/pengembangan bagi lokasi magang ke depan

7) Daftar Pustaka

Lampiran

Sebagai lampiran artikel wajib menyertakan Surat Keterangan melaksanakan KKL/magang dan Form hasil penilaian dari lokasi magang

8. Penilaian

Penilaian KKL/magang dilakukan oleh Dosen Pembimbing dengan mempertimbangkan:

- a. Kinerja dan kontribusi kemanfaatan pelaksanaan KKL/magang selama 1 bulan
- b. Kualitas artikel laporan KKL/magang
- c. Hasil penilaian dari lokasi KKL/magang (lokasi magang akan diminta memberikan penilaian kepada mahasiswa huruf (A/B/C)
- d. Nilai akhir magang berupa huruf sesuai ketentuan Universitas

Hal-hal yang belum diatur dalam buku panduan ini akan diatur kemudian melalui kebijakan bersama antara pengurus Program Studi Manajemen UMBY dan Dosen Pembimbing KKL/Magang.

Yogyakarta, 21 September 2023

Ketua Program Studi