



Counseling on Selecting Quality Universities According to Student Interests

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Abstraks

3rd grade high school students are still confused about choosing which state university to attend. Likewise with private universities both in Indonesia and in West Sumatra, especially SMA Negeri 1 Rao Pasaman Timur Sumbar and SMA Negeri 1 Muara Sipongi Mandailing Natal North Sumatra who are still confused about choosing a college with the right major according to their talents and interests. To eliminate their confusion, we as lecturers at the Faculty of Economics, Dharma Andalas University feel the need to provide guidance and counseling to them about choosing the right state or private college according to their talents later so that they do not get stressed in carrying out their studies later. Dharma Andalas University is the only private college under the guidance of UNAND alumni located in the center of Padang city which is easily accessible to students later. This is one of the advantages that owned by Dharma Andalas University. This promotional activity was done to school State Senior High School 1 Rao, East Pasaman, West Sumatra, and State Senior High School 1 Muara Sipongi, Mandailing Natal, North Sumatra. This community service-based promotional activity greatly assisted the third-grade students. After receiving this guidance and counseling, they learned that the quality of higher education is largely determined by the accreditation of each study program. And the study programs featured are: study program at Dharma Andalas University, which consists of 17 study programs, they were very enthusiastic about participating in this guidance and counseling event which was showered with various questions related to strategies for choosing a quality college according to their talents.

Keywords: Strategy, Guidance, Counseling

INTRODUCTION

1.1 SITUATION ANALYSIS

Situation analysis is the initial stage carried out in the planning process. Its main objective is to assess the situation that occurs by collecting and analyzing data. The situation here is the context that becomes the focus of planning. This is in accordance with the opinion of Firman (SKM, MPH 2019), who said that situation analysis is collecting and evaluating information to understand certain circumstances or conditions, both internal and external to an organization. The promotion of the Dharma Andalas University campus is carried out once a year, both in Padang and outside Padang, with



sufficient preparation from the promotion team that has been prepared by the head of the promotion of Dharma Andalas University. This is in accordance with the opinion of Basu Swastha (2007), who stated that promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create exchanges in marketing. Furthermore, according to Fandy Tjiptono (2000), promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, or increase the number of target markets willing to buy or be loyal to the object being offered. These promotional teams are already familiar with their respective strategies. For example, we are prepared to carry out this promotional activity outside the city of Padang, namely in East Pasaman Regency, such as the Rao area and the Muara Sipongi area of North Sumatra. What is the distance between schools? Others are quite far, such as from Rao, Muara Sipongi, North Sumatra, which takes approximately 1.5 hours. So we can only reach two schools: SMA Negeri 1 Rao and SMA Negeri 1 Estuary Sipongi, Mandailing Natal Regency, North Sumatra. This is necessary because children in their third year of high school or equivalent are often confused about which college to attend after graduation. Therefore, it is deemed necessary to provide guidance and counseling to them on strategies for selecting the right college according to their interests and talents. This community service-based promotional activity has significantly helped these children continue to universities like Dharma Andalas University. Because they already know that if they are unable to afford it but have good achievements, they can also attend college with the KIP-K and scholarships from various agencies. So, promotion is based on devotion. It is very useful for high school students to determine their choices after graduating from high school or equivalent. This was proven after a question and answer session with them, they said it was quite good, sir, they said with the enlightenment from you, we now understand how to choose a good and quality college. Previously, we were confused, sir, about which college to enter after graduating, and what about those who can't afford it, like me, meaning there was a big question mark on that. Alhamdulillah, our presence is quite meaningful for them, and this enlightenment makes them excited to face this uncertain future. With the increasing number of universities, both public and private, students in grade III of high school and equivalent are confused about which college is right and of the highest quality. Likewise, parents of students need to decide which college is right and of quality for their children according to their talents and interests. Choosing the wrong college can make it difficult to find work in the workforce, especially now that many colleges are fiercely competitive and often offer only casual courses. Some are merely accredited, but we don't know the exact accreditation. The result of choosing the wrong college is that many people are unemployed or not accepted into the workforce. Many people lack permanent employment and even just hang out in the shops, just to chat without producing anything. Besides that, the lack of attention from local governments towards the community means that many people are unable to finance their lives. The same applies to students who are currently in high school. face competition in the market. Jobs require studying at an accredited university, which is an indicator for companies to hire graduates. One such accredited university is the study programs under the auspices of



Dharma Andalas University. Dharma Andalas University is the only private university in West Sumatra under the guidance of Andalas University alumni. The curricula across all study programs at Dharma Andalas University have been adapted to the world of work. Moreover, the Diploma III (D.III) program curriculum is very much in line with the needs of the world of work, where all students are required to do an internship. at the company, both in West Sumatra and outside West Sumatra. Besides that, students are also required to do an internship at DAL (Dharma Andalas Laboratory), and students are taught to become managers who are good and authoritative in the future world of work. Likewise, with the undergraduate program (S1) for all study programs at the University. After graduating from Dharma Andalas University, many graduates find employment in private companies, government agencies, and civil servant positions.

The study programs at Dharma Andalas University are as follows:

1. Diploma III Study Program in Corporate Management
2. Diploma III Accounting Study Program
3. Bachelor of Management Study Program
4. Bachelor of Accounting Study Program
5. Bachelor of Pharmacy Study Program
6. Bachelor of Laws Study Program
7. Bachelor of Communication Science Study Program
8. Undergraduate Mathematics Study Program
9. English Literature Undergraduate Study Program
10. Undergraduate Study Program System Information
11. Bachelor of Agricultural Industrial Technology Study Program
12. Bachelor of Mechanical Engineering Study Program
13. Bachelor of Civil Engineering Study Program
14. Prodi D4 Perpajakan
15. Digital Marketing Study Program
16. Tourism Study Program
17. Program Magister Management (MM)

Most of the structural leaders at Dharma Andalas University are from Andalas University, such as the Chancellor, currently held by Prof. Dr. Novesar Jamarun, MS., as well as other structural officials. Dharma Andalas University is under the Dharma Andalas Education Foundation, with the chairman being Prof. Heri, SE. MBA., and is supervised by the former Minister of Administrative and Bureaucratic Reform (Menpan) and his deputy. Minister of Education and Culture, namely Prof. Dr. Fasli Jalal, and Asman Abnur, SE.M.Si. Dharma Andalas University is one of the destinations for students who have graduated from high school or equivalent, both in West Sumatra and outside West Sumatra, such as the borders of Jambi, North Sumatra, Lampung, Bengkulu, and other nearby areas.

Because many students are confused about where to go after graduating, we urge you to join Dharma Andalas University, which also has various scholarships offered by the Bank Indonesia, Bank Nagari, PT. Semen Padang, Baznas, and scholarship. In addition, the campus has quite elegant facilities, such as air conditioning and TVs in comfortable, clean study rooms, and in-focus cameras.



1.2 Partner Issues

The problems faced, especially by students of SMA.N 1 Negeri Rao and SMA Negeri 1 Estuary Sipongi, North Sumatra, is as follows:

1. The third-grade high school/vocational school students do not know enough information about quality and trusted universities in West Sumatra.
2. Students generally lack information about choosing an accredited private college.
3. Students generally do not know which private universities receive recommendations from users.

1.3 Solution offered

The lecturers who are tasked with carrying out community service provide solutions to priority problems faced by the third-grade students of SMA Negeri 1 Rao Regency. Pasaman East Sumbar, and State Senior High School 1, Estuary Sipongi, Mandailing Natal Regency, North Sumatra. The solutions offered are as follows:

1. The lecturer who was assigned to carry out community service informed about the names of private universities in West Sumatra that need to be paid attention to, namely their accreditation.
2. Assigned lecturer/Community service providing guidance and counseling to third-grade students of SMA Negeri 1 Rao, East Pasaman Regency, West Sumatra, and SMA Negeri 1 Muara Sipongi, Mandailing Natal Regency, North Sumatra. How to choose a good and appropriate college in West Sumatra.
3. Lecturers who are assigned to carry out community service provide the advantages that private universities have. Specifically, Dharma Andalas University, Padang.

1.4. Applicant's Justification

Devotionpublic This is implemented by 3 lecturers, each of whom has the following duties:

1. Syahril, SE.MM as chairman, implementer, community service with education, from a major in Management and a Master's degree in Human Resource Management. He has extensively engaged in community service, particularly in the SME sector. He has provided guidance and counseling to various high schools and vocational schools in West Sumatra and North Sumatra, particularly in East Pasaman and Mandailing Natal. He has also conducted research in various HR fields.
2. Dedi Julianto, SE.MS.I, a member of this community service program, holds a bachelor's degree in development economics and a master's degree in development economics. He has also conducted extensive community service in the field of both micro and macroeconomic analysis. Dedi Julianto teaches micro and macroeconomics courses.
3. Rabby Antharida, SS,i.MS.i as a member in this community service with an education Bachelor's Degree in Language English and a Master's degree in English. During this time, he has done a lot of community service in their field.



Rahil Khairani, a student with BP 24020003, is a participating member. Devotion This community helped prepare everything needed for the presentation and also participated in presenting the advantages of Dharma Andalas University, especially regarding the Faculty of Management D3.Economy and Business of Dharma Andalas University

METHOD

Community service activities carried out by 3 lecturers from Dharma Andalas University, Padang, on groups of students at SMA Negeri 1 Rao, East Pasaman Regency and SMA Negeri 1 Estuary Sipongi, Mandailing Natal Regency. This community service activity has received approval from the leadership of Dharma Andalas University, Padang, in accordance with the problems faced by students at SMA Negeri 1 Rao and SMA Negeri 1. Estuary Sipongi, Mandailing Regency, North Sumatra. This is one form of Higher Education Tri Dharma activity that helps students choose a quality college so that after graduation, they will be directly absorbed into the world of work. The lecture method is a form of presentation of teaching materials through explanation and oral narration by the teacher to students on a topic (Muawanah, 2011). Furthermore, according to Abuddin Nata (2011), the lecture method is a way of presenting lessons directly in front of students. This lecture is the most widely used method because it is easy and inexpensive. In addition to the method talk, this community service also uses the discussion method. According to Basyiruddin (2002), the discussion method is a way of studying subject matter by debating emerging issues and comparing arguments objectively and nationally. Furthermore, according to Muhiddin Syah (2004), the discussion method is closely related to learning to find ways to solve a problem (*problem-solving*). The methods for implementing community service are as follows:

The method of implementing community service uses lecture and discussion methods with a focus on the problems faced by students of SMA Negeri 1 Rao and SMA Negeri 1 Lubuk Strive. We ask all third-grade students at SMA Negeri 1 Rao and SMA N 1 Muara Sipongi. The goal is for students to know how to choose the right college and be trusted by the community. Providing socialization to third-grade students of SMA Negeri 1 Rao, and third-grade students of SMA N 1 Muara Sipongi, so that students know which private colleges have been accredited A and B in Sumatra West, especially Dharma Andalas University. Give guidance and counseling to students and provide motivation to students about the scholarship offered by various institutions and the government, meaning don't be afraid to go to college even if you can't afford it, but without money, you can also go to college with a record of achievement, because currently there is KIP-K or Bidik Misi. The new activity was carried out after an agreement was made between Dharma Andalas University and the schools of SMA Negeri 1 Rao, East Pasaman Regency, and SMA.N 1 Muara Sipongi, Mandailing Natal Regency, North Sumatra. The activity was carried out on the 17th. February 2025. Community service activities carried out by 3 lecturers and 1 student of Dharma Andalas University, Padang, at SMA Negeri 1 Rao Pasaman Timur, West Sumatra, and SMA.State 1 Muara Sipongi Mandailing Natal North Sumatra. Hopefully, with this community service activity, these students can determine their choice in choosing a quality college according to their talents and interests.



The Role Playing method is a form of activity where students imagine themselves as if they were outside the classroom and playing other roles (Yulianto et al, 2020).

The method and strategy for delivering the material is carried out by dividing the percentages as follows:

- Lectures and guidance: 45 %
- Role Play : 25 %
- Active learning : 15 %
- Participation/discussion 15%

Problems in providing compensation

In this counseling and guidance, the methods used are methods in the form of lectures, simulations, and discussions with very active and interactive training using slides and video screenings related to how to motivate students.

The method used in counseling and this guidance is in the form of:

1. Role Play
2. Debate and discussion
3. Orientation test
4. Training orientation

RESULTS AND DISCUSSION

This community service was carried out after obtaining approval from the principal of SMA Negeri 1 Rao, East Pasaman Regency. Sumatra West, and also with the approval of SMA Negeri 1 Muara Sipongi, Mandailing Natal Regency, North Sumatra. After the agreement of both parties, this community service can be implemented. After that, each principal positions students to participate in this community service program in the form of guidance and counseling. This is in accordance with the opinion of Kartini Muladi (2003), who said that the bonds born from agreements are generally the most common in everyday life. The bonds born from these agreements are in accordance with the law. In its implementation, this event was greeted with great enthusiasm by students from both schools, who were very active in asking about how to choose a quality college, sir, and what the signs were, sir, they said. Then our team answered that a quality college is one that has excellent accreditation and at least very good, and can implement regulations according to instructions from the Ministry of Education, Science and Technology, and is not fussy in carrying out academic activities.

To measure the positive impact of this community service activity, an evaluation is necessary. The following results were obtained:

Can increase the knowledge of students of SMA Negeri 1 Rao and SMA N 1 Muara Sipongi about choosing the right college and quality in accordance with job demands. Students from SMA Negeri 1 Rao and SMA Negeri 1 Muara Sipongi in Mandailing Natal Regency, North Sumatra, welcomed this activity and will implement it after graduating from high school.

Students at SMA Negeri 1 Rao and SMA Negeri 1 Muara Sipongi have begun to realize that after graduating, they need to strategize in choosing a quality university that meets the demands of the job market. Choosing a university haphazardly will lead to

companies not wanting to hire them. This is because the job market also assesses the university where we graduated. Dharma Andalas University, on the other hand, has all of these qualities: most of the lecturers are from Andalas University, and most of its leadership is from Andalas University, Padang. This is what Dharma Andalas University possesses, boasting a highly competitive edge in the world of academic education. Previously, they were very confused about where they would go after graduating from high school, whether to continue studying or work, but seeing that job opportunities are currently very difficult, they chose not only to continue their studies, but also to decide which college to attend and which major is right for them. By providing engaging materials, we motivate and inspire them to participate. They'll then implement the strategies we provide.

Table 1

Table 1. Results of Knowledge Test Before and After Counseling and Guidance Activities

No. Respondent Name Knowledge Knowledge t-testtest

BeforePost-Counseling Counseling

1.	Ilyas	70	86	Significant
2.	Zulfandi	67	85	Significant
3.	Eka Puspita	65	75	Significant
4.	Siti Soleha	175	87	Significant



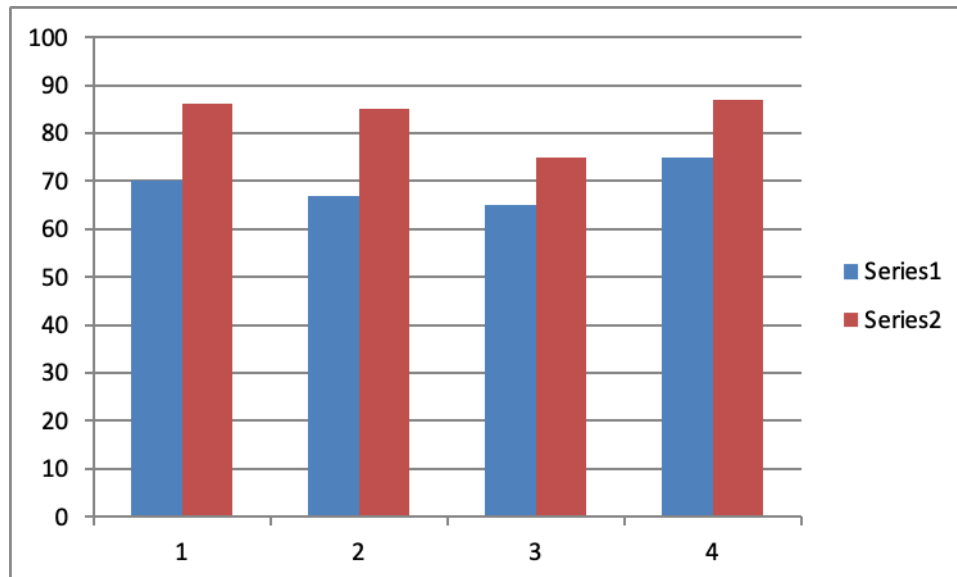
Picture 1 Opening of the talk



Figure 2 Question and answer process



Figure 3 Extension process

Graph of Data Processing Results Before and After Guidance and Counseling

Note: those marked in blue are those before taking part in guidance and counseling.

The one in red after following guidance and counseling

In the graph above, it can be explained that before the guidance and counseling were carried out, the 4 participants, or as a sample of students at SMA Negeri 1 Rao and SMA Negeri 1 Muara Sipongi, had fluctuating scores, and likewise, after receiving guidance and counseling, the scores also fluctuated.

CONCLUSION

Based on the results of community service carried out at SMA Negeri 1 Rao, East Pasaman Regency, and SMA N 1 Muara Sipongi, East Pasaman Regency. Mandailing, North Sumatra, Christmas on the 17th February 2025 can be concluded as follows:

Choosing the right and quality college is very important for students who have graduated from high school, because it will have an impact on them after graduating from college. For that reason, guidance and counseling are provided by a good, high-quality university whose curriculum is in line with the demands of the workforce. It is crucial to share strategies for choosing the right university that aligns with the talents and interests of high school graduates, as many are confused about where to study after graduation and often choose random colleges. This strategy is crucial for helping students choose a good, high-quality university so they know where they will work after graduation. It is hoped that this activity will enhance the knowledge and insight of high school students in West Sumatra and beyond. province nearest..



For this reason, the author and team immediately carried out community service activities in the form of:

1. Providing guidance to third-grade students on how to choose a good and quality college.
2. Providing guidance and counseling on how to determine good universities that meet national standards.
3. Providing guidance and counseling on how to motivate students to continue studying.
4. Providing guidance to students to continue their desire to study with a scholarship from the government (KIP-K).

After doing community service activities, it turns out that this is really accepted well by the students; they have carried out their activities in accordance with the guidance given, such as starting to look for information via the internet, both nationally and internationally.

THANK-YOU NOTE

On behalf of this author, many thanks to fellow lecturers who are members of this community service, and also to the students who participated and collaborated with the lecturers in this solution. This community service program is completed. Furthermore, the author would like to express his gratitude to the management, specifically the principal of SMA Negeri 1 Rao, East Pasaman Regency, West Sumatra Province, and the principal of SMA Negeri 1 Muara Sipongi, East Pasaman Regency. Mandailing, North Sumatra, Christmas, who participated in this community service, and gave the team time to present in class, according to the title, namely Choose Quality Universities According to Interest and Talent. where students can follow this guidance and counseling with enthusiasm, and provide the data needed by students to complete this service. As for those who provided the counseling, it was by lecturers from the Faculty of Economics and Business, Dharma Andalas University

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