

## **D3 SECRETARY PRODUCT STRATEGY IN PREPARING A COMPETENT GRADUATION IN INDUSTRIAL ERA 4.0**

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### **ABSTRACT**

The development of technology and communication has brought humans to the industrial era civilization 4.0. These developments bring changes in every line of life, including in the realm of education and industry. As an educational institution that focuses on producing graduates who are ready to work, vocational education must adjust to industry needs. Thus, each study program must have a strategy to prepare graduates who are capable of competence in the digital 4.0 era. The purpose of this study is to describe the strategy of vocational D3 study program, which consists of D3 Secretariat and Business Administration study programs in preparing competent graduates in the industrial era 4.0. Data collection is done by observation, interviews, and document studies. The data analysis technique stage is by way of; data collection, data reduction, and inference. To analyze the data, researchers formulated it using planning, implementation, and evaluation strategies.

*Kata Kunci: D3 Secretariat and Business Administration Study Program, Competence, Industrial Era 4.0, Strategic*