

REPOSITIONING OF YOGYAKARTA STATE UNIVERSITY VOCATIONAL EDUCATION

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ABSTRACT

This research was conducted with the aim of knowing the perceptions of students, lecturers-employees, and the industrial world towards the image of Vocational Education of Yogyakarta State University. It is hoped that the results of the study can be used as a basis for policy making for Vocational Education, in this case the organizers of the Faculty of Vocational Education UNY. The method is by evaluating the dimensions of the marketing mix from the point of view of students, lecturers-employees, and the industrial world, to be compared with their expectations of the vocational faculty in providing more value to each dimension. Data processing is done with descriptive statistics and making multidimensional analysis to determine the position of each dimension of the assessment element, and the element of importance.

The results was the people dimension, namely the level of education of lecturers/teachers, the competence of teaching practitioners/coaches of practical courses, and the professionalism of lecturers/employees are things that are considered important for the existence of vocational education, and have low scores at the Faculty of Vocational Studies UNY. Further research is expected to be carried out to find out further what variables affect the formation of the image of an educational institution.

Kata Kunci: *Repositioning, Vokational Education*