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Comparative Alumni Management in Indonesia and Thailand

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Abstract: Education is one of the main pillars in the development of a nation. Educational institutions are responsible not only for providing quality education, but also for building and maintaining long-term relationships with their graduates, or what is known as alumni management. Through a strong and well-organized alumni network, educational institutions can expand their scope of influence, open up opportunities for collaboration, and strengthen the image and reputation of the institution in the eyes of the community, industry, and other stakeholders. Thus, the importance of alumni management lies not only in the relational aspect of alumni, but also in the contribution that alumni can make in supporting the mission and vision of educational institutions and the development of society as a whole. In this modern era, alumni management has become a very important aspect for educational institutions, which significantly affects the sustainability and reputation of the institution. Research on alumni management is relevant and important to be carried out in order to provide a better understanding of effective strategies in establishing and maintaining sustainable relationships

Keyword: Alumni, Comparative, Management, Indonesia, Thailand

INTRODUCTION

Education is one of the main pillars in the development of a nation. Educational institutions are responsible not only for providing quality education, but also for building and maintaining long-term relationships with their graduates, known as alumni management (Tri Wulandari & Adam Mudinillah, 2022). In this modern era, alumni management has become a very important aspect for educational institutions, which significantly affects the sustainability and reputation of the institution.

Alumni management is an integral part of the development strategy of higher education institutions. Alumni are not only part of the institution's history, but also an important resource in supporting the growth and reputation of the university (Muslih & Kholis, 2021). Comparative research between alumni management in Indonesia and Thailand will provide valuable insights into best practices, challenges, and opportunities in these two countries. Alumni are not just an educational institution, but also an important part that can provide a real role in curriculum development, improving teaching quality, and professional career development for future students (Fischer & Raby, 2023).

According to David McKean, a higher education expert, alumni management is one of the most effective tools in maintaining alumni loyalty and engagement. This is supported by another view from Karen Webber, an alumni management practitioner, who revealed that alumni engagement is the key to the success of educational institutions in building long-term relationships with their alumni (Prabowo et al., 2023).

Meanwhile, Dr. Michael Strom, a higher education researcher, emphasized that alumni management can provide significant benefits in terms of financial support, promotion, and institutional reputation. In various parts of the world, alumni management has been recognized as a key element in the development strategy of educational institutions (Patnaik et al., 2023). For example, in the United States, alumni management has become a major focus for many colleges and universities that strive to build and maintain strong networks with their alumni. The same is true in Europe, Asia, and other countries around the world.

Therefore, alumni management should not be ignored, but must be taken seriously as a sustainable part of the development strategy of a sustainable educational institution. One way of effective management is to expand the network of cooperation, both in a professional context and in the field of research and development (Nyoman Arini & Wayan Mekarini, 2022).

Through a strong and well-organized alumni network, educational institutions can expand their scope of influence, open up opportunities for cooperation, and strengthen the institution's image and reputation in the eyes of the community, industry, and other stakeholders. Thus, the importance of alumni management lies not only in the relational aspects of alumni, but also in the contributions that alumni can make in supporting the mission and vision of educational institutions and overall community development (Cindrakasih & Paujiah, 2021).

Research on alumni management is relevant and important to do in order to provide a better understanding of effective strategies in establishing and maintaining sustainable relationships. From the description above, the author is interested in conducting research with the title "Comparative Alumni Management in Indonesia and Thailand".

METHOD

Quantitative research is a scientific research method that uses quantitative approaches to collect, analyze, and interpret data (Syaoqi & Wijiharta, 2023). In quantitative research, data is collected in the form of numbers and statistics, and then analyzed using statistical techniques to draw conclusions or make generalizations about the larger population. This research is used to see and analyze how Comparative Alumni Management in Indonesia and Thailand (Katigo et al., 2023).

This research was carried out on the entire academic community at the Faculty of Tarbiyah and Keguruan (FITK) of North Sumatra State Islamic University (UIN SU) Medan and Fatoni University Thailand. This research is focused on Alumni Management. Researchers tend to suspect that the problem arises due to the lack of tracking alumni and repackaging the central role of alumni in helping future alumni candidates. Furthermore, the research time is between March 2024 to June 2024.

In determining the research subject, the researcher used purposive sampling technique, namely by collecting data and statistical analysis to test the hypothesis. The research subjects are the campuses of UIN SU Medan and Fatoni University Thailand. Where specialized in alumni managers on two campuses, namely Indonesia and Thailand.

This research uses a type of quantitative research with two data sources, namely primary data sources and secondary data sources. Primary data sources or main data sources are obtained from all subjects studied, while secondary data sources or supporting data sources are obtained from several book references, research journal articles, national documents on Comparative Alumni Management in Indonesia and Thailand related to the focus of this research.

RESULTS AND DISCUSSION

The structure and approach to alumni management at UINSU-Medan may vary depending on the educational institution or organization in question. However, in general, there are identifiable differences between the structures and approaches used in alumni management (Suastika et al., 2022). In terms of structure, some educational institutions at UINSU-Medan have specialized units responsible for alumni management. These units are often integrated into the administrative structure of UINSU-Medan and have clear responsibilities for alumni relations. They are usually responsible for maintaining the alumni database, organizing alumni events and activities, and facilitating communication between alumni and the institution (Aji & Diniati, 2021).

Alumni management at UINSU-Medan institutions shows variations in the organizational structure and approaches used. First, the Formal Approach: Using a more formal approach with an integrated alumni database management system, electronic newsletter, and alumni portal. Second, Official Activities. Organizing various official activities such as reunions, seminars, workshops, and job fairs on a regular basis. Third, Mentorship Program: Implementation of a mentorship program where senior alumni mentor students or new alumni (Gani, 2018).

While in alumni activities UINSU-Medan held, First, Job Fair and Career Services. Organizing Job Fairs and providing career services to help alumni find jobs. Second, Mentorship Program. There is a mentorship program where successful alumni provide guidance to students or new alumni. Third, Reunion and Gathering. Organizing reunions and gatherings to strengthen relationships between alumni. Fourth, Networking Events. Organize networking events to strengthen the alumni professional network (Ungki Eka Febriastuti, 2007).

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In addition, UINSU-Medan has, First, the alumni portal. An alumni portal that serves as a center of information and services for alumni. Second, Integrated Database System: The use of an integrated database system to manage alumni data. Third, Electronic Newsletter: Sending out electronic newsletters regularly to update information. Fourth, Interactive Website: Having an interactive website that provides various information and services for alumni (Perkasa, 2018).

Universiti Fatoni is Thailand's first private Islamic higher learning institution founded by local Islamic scholars and academicians experienced in the field of Islamic studies, who have full intentions in promoting and developing Islamic education and other fields to achieve international quality and recognition, and also to help the needs of the community in the hope of succeeding towards peaceful settlement and regional development (Aliami Et Al., 2018).

This is an important foundation for the development of the country to progress, prosper and peace in accordance with Islamic intentions. Fatoni University is one of the universities in Southern Thailand and the only Islamic university in Thailand. This university has undergone several name changes. Initially, the university was named Yala Islamic College (YIC) which is located in Yala Province. The college then received assistance from the Middle East, in the form of funds for the construction of new buildings.

A new building was built in the Pattani Province area (Haerullah & Elihami, 2020). The initial intention was to change the name of the campus to Patani Islamic University. However, the political conditions in Southern Thailand at that time did not allow using the names Patani or Pattani. Finally, it was changed to Yala Islamic University (YIU). Although it is located in the Pattani region, the name Yala is still used. Now the campus has been renamed Fatoni University. For political reasons, the word "Islam" was removed so it is not called Fatoni

Islamic University. The word Fatoni means Fathanah 'to deliver' which is also Islam (Mansir, 2020).

Alumni management in Thailand, as in many other countries, is an important part of higher education and human resource development strategies. The following are some of the steps typically taken in alumni management at Fatoni University, Thailand (Ardianti et al., 2019). Thai colleges and institutions have systems in place to register and track their alumni. This helps in building a strong database and ensuring their contact information remains current or within reach. Alumni registration and tracking is an important process in maintaining an ongoing relationship with graduates of a Fatoni institution (Wicaksono, 2017). The following are common steps in data collection and tracking at Fatoni University, including; initial data collection, data collection, data maintenance, alumni networking, career and achievement tracking, intense communication, offering resources and support and evaluation and improvement (Arini et al., 2018).

Fatoni University has special programs for alumni, such as mentoring programs, career assistance, or advanced training. This helps alumni stay connected to the institution and provides added value in alumni career development. Fatoni University conducts several programs for alumni by exchanging knowledge and experience, career opportunities, making alumni mentors and mentees and support and cooperation (Sugiyono, 2021).

Fatoni University also plays a role in connecting alumni with industry. This is done through partnerships with local or international companies, internship opportunities, or professional development programs. Alumni Industry Partnership is an initiative that involves cooperation between alumni of an educational institution and related industries. The goal is to create a mutually beneficial relationship between alumni and industry, and facilitate the exchange of knowledge, experience, and resources between the two parties (Sulaiman et al., 2021). In this kind of partnership, alumni can provide insights into industry needs, latest trends, and required skills. Meanwhile, the industry can provide career opportunities, internships, or collaborative projects to alumni. In addition, this kind of partnership can also include activities such as seminars, workshops, and training to strengthen the relationship between alumni and industry and improve their competencies (Soeprapto, 2013).

Funding and support from alumni is crucial for any educational institution, non-profit organization, or company. Alumni are often an important source of funding and support for their institutions. This can be in the form of financial donations, donations of goods or services, or other forms of support. Things that Fatoni University Alumni do in funding. First, Financial donations. Alumni can make financial donations directly to support university activities and programs (Novita et al., 2021). Second, provision of Scholarships. Successful alumni can establish scholarships to help underprivileged or outstanding students. Third, Mentors and Networks. Alumni who have succeeded in their careers can become mentors for students or fellow alumni who are starting their careers. Alumni can assist in building a strong professional network. Fourth, Resource Provision. Alumni can provide access to certain resources, such as facilities, software, or books, which can help enhance the learning experience (Subekt et al., 2018).

Fifth, participation in Events and Programs. Fatoni University may participate in campus events or academic programs as a guest speaker or mentor. Sixth, Recruitment and Employment Opportunities. Alumni can assist in the recruitment process of new students or provide employment opportunities for new graduates. Seventh, Public promotion and support. Alumni can assist in the promotion of the institution by sharing positive experiences and supporting marketing efforts (Yunis & Surendro, 2015).

Fatoni University is very active in conducting special activities or events, such as reunions, alumni conferences, or other social events, often held to strengthen the bond between alumni and the institution. Alumni-only events can be a very special moment to reunite with friends from the past, build new connections, and celebrate shared achievements (Pratiwi et al.,

2019). The importance of such events is to strengthen inter-alumni bonds, share experiences, and inspire each other. It can also be an opportunity to plan future collaborative activities or projects. Alumni management in Thailand, like anywhere else, involves continuous efforts to nurture strong relationships between alumni and their educational institutions and harness their potential to support the institution's future development (Oktaviani, 2018).

Alumni management programs at UINSU-MEDAN cover a wide range of activities designed to maintain good relations between alumni and alma mater, as well as support alumni's professional development. Here are some of the main programs managed by UINSU-MEDAN: First, Alumni Reunion and Gathering. Class Reunion: Holding an annual or five-year reunion attended by alumni from the same batch. Second, Thematic Gathering. Gathering events that have a specific theme such as UINSU-MEDAN anniversary celebrations or cultural events. Third, Mentorship and Coaching Program. Alumni who have been successful in their respective fields mentor students or new alumni to help the career and educational development of prospective alumni. Fourth, Career Coaching: Coaching sessions or career guidance provided by experienced alumni to newly graduated alumni (Awwaliyah & Baharun, 2019).

After knowing how the approach taken by Fatoni University in managing alumni. There are several programs carried out, namely alumni networking, mentorship programs, seminar activities, offering and seeking further education for alumni, career offers, social and philanthropic programs, and ongoing communication. Participation in Events and Activities. First, Reunions and Gatherings. The level of alumni participation in reunions and gatherings is often high, especially if the events are held regularly and are well organized. Second, Networking Events. Networking events and seminars usually attract alumni who are actively seeking professional opportunities and want to expand their network. Third, Financial Contributions. Donations and Donations. Some alumni are involved in alumni management through donations and donations, both for scholarships and university development projects. Fourth, Endowment Funds. More financially established alumni contribute to endowment funds that support various institutional initiatives (Rahmi et al., 2019).

Fifth, Involvement in Mentorship and Coaching Programs. Experienced alumni often participate as mentors to students or new alumni, providing career guidance and professional advice. Sixth, Career Coaching: Alumni are also involved in coaching programs that assist fellow alumni or students in career preparation. Seventh, Training and Professional Development, Workshops and Seminars. Alumni who have special expertise are often invited as speakers or facilitators in workshops and seminars organized by UINSU-Medan (Hasan & Muhammad, 2020).

While in the Management and Membership of the Alumni Community. Consists of various alumni, including; First, Alumni Associations. Many alumni join alumni associations that actively organize various activities and initiatives to support UINSU-Medan and fellow alumni. Second, Alumni Chapters: Alumni in different regions or countries form local chapters to support alumni activities regionally. But apart from that, there are factors that influence alumni engagement. First, Personal Relationship with Alma Mater. Positive Memories: Alumni who have positive experiences during their college years tend to be more involved in alumni activities. Second, Academic Satisfaction: The level of satisfaction with the quality of education and academic experience affects alumni's willingness to contribute again. Third, Opportunity and Accessibility. Easy Access to Information: Easy access to information regarding alumni activities and programs through alumni portals, social media, and newsletters increases engagement. Fourth, Geographic Location: Alumni who live close to UINSU-Medan or in locations that have alumni chapters tend to be more actively involved. Fifth, Recognition and Appreciation. Reward programs for alumni who excel or who contribute significantly encourage greater engagement (Mubarok, 2020).

The use of information technology in alumni management at UINSU-Medan has brought many benefits in terms of efficiency, effectiveness, and alumni engagement. The use of

information technology in alumni management in Indonesian universities has brought significant and positive impacts. These technologies not only strengthen the relationship between alumni and the institution but also support the professional development of alumni, which in turn contributes to the progress and reputation of the university. Effective and evolving implementation of information technology will continue to play an important role in better and more connected alumni management in the future. By optimally utilizing information technology, UINSU Medan can increase alumni engagement, strengthen relationships with them, and support their professional development more effectively (Budiman, 2017).

The management of university alumni in Indonesia relies not only on internal university efforts, but is also supported by various initiatives from the government and related institutions. This support is important to ensure that alumni programs and activities can run well and provide maximum benefits. Here are some of the forms of support provided, First, Policies and Regulations. The Ministry of Religious Affairs of the Republic of Indonesia (Kemenag-RI) through Kemenag-RI issued policies and regulations that support alumni management, such as guidelines for the formation and management of alumni bodies, as well as policies related to graduate tracking and employment. Then Special Regulations, the existence of regulations that encourage institutions to report data on graduates and employment rates, which helps in the development of a more comprehensive alumni database (Hasibuan et al., 2023).

Second, Funding and Grants. Funding Assistance: The government provides funding assistance or grants for programs that support alumni management, such as the development of alumni information systems, implementation of reunions, and training activities, including special projects: Funding for special projects involving alumni, such as entrepreneurship or innovation programs managed by alumni and supported by UINSU-Medan. Third, Training and Capacity Building. The government and UINSU-Medan organize training for university staff responsible for alumni management, to improve their ability to use information technology and manage alumni relations. This was supported by workshops and seminars. These events provided new knowledge and skills for alumni managers on best practices in alumni management and technology utilization (Hasibuan & Prastowo, 2019).

Fifth, Technology and Infrastructure. Information System Development: Support in the development and implementation of an integrated alumni information system, enabling the university to manage alumni data more efficiently and effectively. Sixth, Industry Collaboration. Seventh, Cooperation with International Institutions, Eighth, Research and Publications (Hasibuan & Rahmawati, 2022). Government support and related institutions play an important role in university alumni management in Indonesia. Through policy, funding, training, technology, networking, awards, and research, this support helps universities manage alumni relations more effectively and sustainably. This support not only increases alumni engagement and contribution, but also strengthens the relationship between alumni and alma mater, which in turn contributes to the advancement of higher education institutions in Indonesia (Elitasari, 2022).

Alumni management at UINSU-Medan faces various challenges that affect the effectiveness and efficiency of programs and activities aimed at alumni. These challenges include data collection and updating issues, limited resources, low alumni engagement, and barriers in communication and use of technology. In addition, developing relevant programs and building strong relationships with industry are also obstacles that must be overcome. To improve the quality of alumni management, support is needed from various parties, including the university, the government, and the alumni themselves. The introduction of information technology and increased institutional support are important steps that can be taken to face this challenge. (Agung & Santosa, 2017). The following are some of the main challenges faced in alumni management at UINSU-Medan:

First, incomplete and outdated alumni data. Data Collection Constraints: Many universities struggle to collect complete and accurate alumni data. Alumni often move residence

or change contact numbers without notifying the institution. Second, Data Updating: The lack of an effective system to regularly update alumni information causes existing data to become outdated and unreliable. Third, Limited Resources. The lack of staff trained and specialized in alumni management is a major obstacle. UINSU-Medan still combines alumni management tasks with other tasks. Fourth, Budget. Limited funds to develop and run effective alumni programs, including technology procurement and event organization. Fifth, Lack of Alumni Engagement. Some alumni do not feel connected or see the benefits of being involved in alumni activities, so their participation is low (Dewi, 2024).

Sixth, Competing Priorities. Alumni often have other priorities such as work and family, which makes it difficult for them to participate in alumni activities. Seventh, Ineffective Communication. Eighth, Limited Use of Technology. The lack of integration between the various information systems used by the university makes managing alumni data more complex. Ninth, Development of Relevant Programs. Challenges in designing programs and activities that are truly relevant and beneficial to alumni from various backgrounds and needs. Tenth, Program Innovation. Limitations in developing innovative and attractive programs for alumni, which can increase participation and engagement (Thaib & Emanuel, 2020).

CONCLUSION

Adoption and proper use of information technology can also be a challenge, especially for Fatoni University which may not have sufficient access or skills in terms of technology. Efforts to overcome this include staff training, investment in sophisticated data management systems, and partnerships with technology service providers (Indrawati, 2020). Overcoming these challenges requires a strong commitment from Fatoni University, support from the government and related institutions, and close collaboration with alumni and other stakeholders. With a holistic and strategic approach, alumni management at Fatoni University can be more effective and beneficial for all parties involved.

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