

Optimizing and Improving Protocol Skills in the School Environment as a Potential Career at Private Senior High School Pesantren Al-Husna

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ARTICLE INFO

Keywords: Skills,
Protocol,
Communication,
Pesantren,
Community Service

Received: Juni 11, 2024

Accepted: July 23, 2024

ABSTRACT

In the era of globalization, work skills are increasingly complex and sophisticated, making high school graduates, including santri in Indonesia, face significant challenges in entering the world of work. This community service activity aims to develop protocol skills for private high school students of Pesantren Al-Husna in Deli Serdang Regency, North Sumatra, to prepare them to compete in the world of work. The methods used include material presentation on protocol skills' definition, importance, relevance, and benefits, followed by discussion and question and answer sessions. Results showed high enthusiasm from the students towards the material presented and great interest in the protocol concept and its application in various contexts. In addition, there was also a simplification of the idea and characteristics of the protocol so that the students easily understand it. In conclusion, the community service team from the University of North Sumatra seeks to understand better protocol skills, which is expected to increase students' competitiveness in the job market and open up wider career opportunities.

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INTRODUCTION

In the era of globalization that continues to grow, various work fields have experienced significant developments (Rusman, 2022). Technology, services, communication, and others are increasingly developing along with the changing times and market demands. The required work skills are also increasingly complex and sophisticated, requiring workers to continuously adapt themselves to remain relevant and able to compete in a competitive job market.

In addition, the intense competition experienced by job seekers, especially for high school graduates who have just entered the workforce, is often a more formidable challenge. This challenge is even more severe for santri graduates in Indonesia, who find employment difficult. They are mostly considered to lack practical experience and non-technical skills to support work. This is undoubtedly a problem for society. With the number of santri reaching 4 million spread throughout Indonesia, pesantren have problems absorbing their graduates. According to data submitted by Rabitha Ma'ahid Islamiyah (RMI) of the Executive Board of Nahdlatul Ulama (PBNU), each year, pesantren can graduate approximately 100 students is calculated by the number of pesantren in Indonesia. This number can reach 3.6 million students graduating from pesantren (Hasana, 2023).

Furthermore, it is estimated that around 65 percent of santri graduating from pesantren do not have skills. The skills referred to in this case are practical and non-technical to support work due to the main focus of academic pesantren. Most santri graduates who do not continue their studies choose to work as manual labor (Hasana, 2023). Therefore, skill development is needed for santri, as stated by the Indonesian Minister of Manpower (Laraspati, 2022).

On the other hand, to answer these problems, pesantren have also attempted to empower entrepreneurial independence for santri (Almuin et al., 2017; Taufiqurrohman, 2023). However, it is inevitable that entrepreneurship also requires other driving skills to make it successful. One of these skills is related to communication skills. Students learn to communicate effectively in various ways through interactions with customers, business partners, and community members. For example, they can hone good communication skills when interacting with customers to promote their products or services and when negotiating with suppliers to get the best price. In addition, in conducting business, they also learn to build strong interpersonal relationships, which is essential in the protocol profession, where the ability to build a vast network and establish good relationships with various parties.

Protocol, which was once considered relevant only in the sphere of government, is now becoming increasingly important in various fields of work, such as business (Majalahcsr.id, 2019). From the point of view of the communication science field, protocol skills are closely related to the ability to communicate effectively (Rizqy, 2019). Protocol skills include creating good relationships with others, communicating clearly and persuasively, and demonstrating a professional attitude in

various situations. Therefore, developing protocol skills can be a strong foundation for career advancement in various fields of work. The protocol field has developed into its profession, including event planners, marketing managers, wedding planners, executive assistants, public relations specialists, and others. This protocol skill will become a new skill objective for santri graduates to compete in the world of work, especially in the Medan City area.

Before carrying out the service activities, the Chief of Service and the team had made efforts to find information that supported the running of the program that had been planned previously by the service team. As a first step, Pesantren Al-Husna Private Senior High School was chosen as the right location to carry out this service program. This was chosen carefully because it was to the needs and objectives of the program to be implemented. Based on the information found, the problem faced by Pesantren Al-Husna is the lack of ability to provide sufficient support for developing practical and non-technical skills for students, especially considering that most of them come from low economic backgrounds. It should be understood that practical skills such as work skills and entrepreneurship, as well as non-technical skills such as communication skills, are essential aspects in preparing the santri to enter the world of work. Thus, the role of the campus (University) is urgently needed to conduct intensive and continuous guidance on skills development through adequate training and education in communication skills for job seekers, including those who have just graduated, to be able to increase their competitiveness in a competitive job market.

METHODOLOGY

This activity was carried out on June 19, 2024, at SMA Swasta Pesantren AL Husna, Pasar III, Jl. Pelajar, Marindal Satu, Kec. Patumbak, Deli Serdang Regency, North Sumatra. The participants of this activity are high school X and XI grade students. The objectives of this activity are as follows: First, to develop protocol skills for students, especially boarding school students. They were second, preparing students to compete in the world of work through Protocol skills and the application of Protocol communication skills in various professional fields. Third, I will provide practical and communication skills relevant to various professions, especially professions related to the local environment of SMA Swasta Pesantren Al-Husna. This goal is based on the conditions and situations in the Pesantren environment. Furthermore, the method of socialization activities is carried out by:

1. Providing material exposure regarding the definition of protocol, the importance of protocol skills, the relevance of protocol in various fields of work, and the benefits of protocol skills. This presentation was carried out in-depth through explanations related to the current situation, especially those at SMA Swasta Pesantren AL-Husna, by previously conducting pre-research with the pesantren to adjust to existing needs.

2. Opening a question-and-answer communication session to build enthusiasm among students about the material presented was carried out in two stages, namely, the session of giving questions and providing input. Besides that, a small discussion was held with the material presenters involving students to find solutions to problems in the pesantren environment, especially those experienced by students.

RESULTS & DISCUSSION

On June 19, 2024, the University of North Sumatra community service team (USU) conducted community service activities at SMA Swasta Pesantren Al-Husna, Pasar III, Jl. Pelajar, Marindal Satu, Patumbak District, Deli Serdang Regency, North Sumatra. This activity was attended by 20 pesantren students, consisting of classes X and XI. In this activity, the service team delivered material about protocol, including the definition of protocol, the importance of protocol skills, the relevance of protocol in various professional fields, and the benefits of protocol skills. The material presentation was conducted for 30 minutes and continued with a discussion and question and answer session for 20 minutes. The students showed high enthusiasm for the material presented. This was indicated by their interest in protocol concepts and characteristics, which they were only familiar with in ceremonies. This enthusiasm can be seen from the various questions and their analysis during the discussion.



Figure 1. Material presentation by the University of North Sumatra Service Team

Some of the questions asked include how to apply the characteristics of protocol communication in a permanent environment that focuses more on religious activities. Furthermore, what steps are needed to apply protocol communication in business? After that, I learned how to improve my protocol skills in urgent conditions, such as when looking for a job. They elaborated on these questions based on the events they have experienced so far.

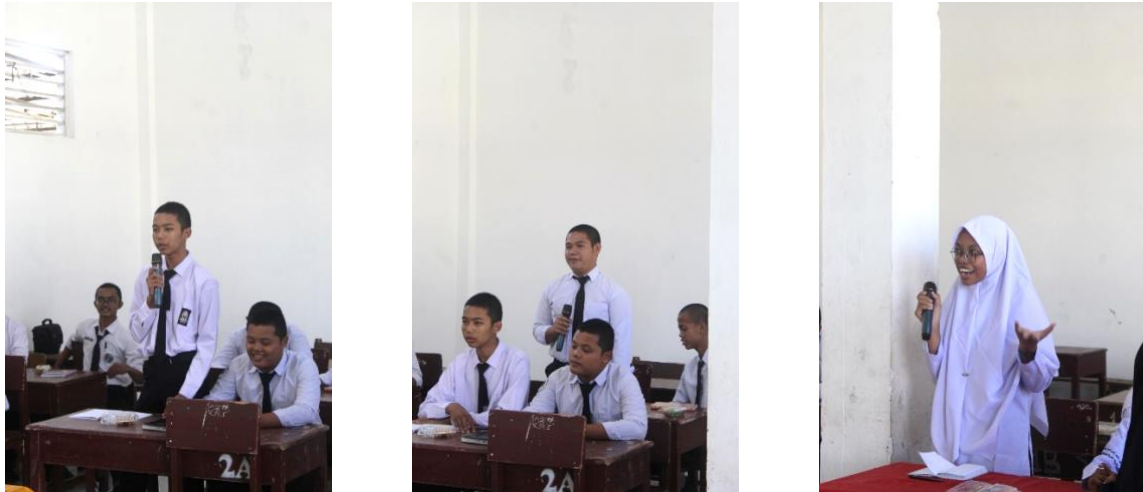


Figure 2. Question and Answer Session by the Students

The speaker also provided detailed answers and attempted to simplify the protocol definition so that the students could better understand its characteristics and application clearly. The discussion went well and met the objectives of community service, namely developing protocol skills and preparing students to compete in the world of work by applying protocol communication skills in various professional fields.

The importance of protocol skills cannot be underestimated in the ever-growing era of globalization. Protocol skills are closely related to the ability to communicate effectively, including creating good relationships with others, communicating clearly and persuasively, and demonstrating a professional attitude in various situations. These skills are relevant in government settings and various fields of work such as business, marketing, public relations, and more.



Figure 3. Joint Photo of Al-Husna Private High School

The community service activities carried out by the USU team are expected to positively contribute to developing protocol skills for pesantren students. With good protocol skills, students can not only increase their competitiveness in the job market. However, they can also open up career opportunities in various fields of work that require effective communication and interaction skills. In addition, this activity is also an essential first step in increasing the capacity of pesantren to provide sufficient support for the development of the skills of their students so that they are better prepared to face the challenges of an increasingly competitive world of work.

CONCLUSIONS

The University of North Sumatra community service team (USU) successfully carried out activities at Pesantren Al-Husna Private High School, Deli Serdang Regency, North Sumatra, on June 19, 2024. This activity aims to develop protocol skills and prepare students to compete in the world of work by applying protocol communication skills in various professional fields. This activity showed that the students better understood the importance of protocol skills and how they can be applied in various contexts, including in a pesantren environment. The service team also succeeded in simplifying the concept of the protocol so that it is easily understood by students, which is one of the indicators of the success of this activity.

ACKNOWLEDGMENTS

The author would like to thank the University of North Sumatra for providing community service funds through the Mono Year 2024 Community Partnership Scheme, with the source of Non-PNBP funds LPPM USU Academic Year 2024. In addition, the researchers would also like to thank the Al-Husna Islamic Boarding Private High School on Jalan Pelajar, Pasar III, Marindal Satu, Kec. Patumbak, Deli Serdang Regency, North Sumatra, as partners and especially the students who have been enthusiastic to participate in this service program.

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