

ABSTRAK

PENGARUH PROGRAM MAGANG, STUDI INDEPENDEN DAN WIRAUSAHA MERDEKA TERHADAP KESIAPAN KARIER MAHASISWA

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Penelitian ini bertujuan untuk mengetahui pengaruh Program Magang, Studi Independen, dan Wirausaha Merdeka terhadap kesiapan karier mahasiswa yang mengikuti Program Merdeka Belajar Kampus Merdeka (MBKM) di Universitas Lampung. Pendekatan kuantitatif digunakan dalam penelitian ini, dengan pengumpulan data dilakukan melalui kuesioner yang disebarakan kepada 100 responden. Data yang terkumpul dianalisis secara deskriptif menggunakan perangkat lunak SPSS 27. Hasil penelitian menunjukkan bahwa Program Magang memiliki pengaruh positif terhadap kesiapan karier mahasiswa, sementara Studi Independen juga berdampak signifikan. Namun, Program Wirausaha Merdeka tidak memiliki pengaruh yang signifikan terhadap kesiapan karier mahasiswa. Implikasi dari temuan ini disajikan sebagai landasan bagi institusi pendidikan tinggi dalam meningkatkan efektivitas program-program MBKM untuk mempersiapkan mahasiswa menghadapi tantangan karier di masa depan.

Kata Kunci : Program Magang, Studi Independen, Wirausaha Merdeka, MBKM, Kampus Merdeka, Kesiapan Karier, Mahasiswa

ABSTRACT

THE INFLUENCE OF INTERNSHIP PROGRAM, INDEPENDENT STUDY, AND ENTREPRENEURSHIP MERDEKA ON STUDENTS' CAREER READINESS: A STUDY ON STUDENTS PARTICIPATING IN THE MBKM PROGRAM AT LAMPUNG UNIVERSITY

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This study aims to investigate the influence of Internship Program, Independent Study, and Entrepreneurship Merdeka on the career readiness of students participating in the Merdeka Belajar Kampus Merdeka (MBKM) Program at Lampung University. A quantitative approach was utilized in this research, with data collection conducted through questionnaires distributed to 100 respondents. The collected data were analyzed descriptively using SPSS 27 software. The research findings indicate that the Internship Program has a positive influence on the career readiness of students, while Independent Study also has a significant impact. However, the Entrepreneurship Merdeka Program does not significantly affect the career readiness of students. The implications of these findings are presented as a basis for higher education institutions to enhance the effectiveness of MBKM programs in preparing students to face career challenges in the future.

Keywords: Internship Program, Independent Study, Entrepreneurship Merdeka, MBKM, Merdeka Campus, Career Readiness, Students