

## INTISARI

Laporan Akhir ini bertujuan untuk mendeskripsikan profil Subdirektorat Hubungan Alumni UGM dan menjelaskan manajemen UGM *Intergrated Career Days 2019* yaitu program tahunan dari Subdirektorat Hubungan Alumni UGM sebagai sarana pengembangan karier lulusan UGM. Metode pengumpulan data yang dilakukan oleh penulis adalah dengan menjadi partisipan langsung melalui program Praktek Kerja Lapangan selama tiga bulan dari 1 Maret 2019 sampai 31 Mei 2019 di kantor Subdirektorat Hubungan Alumni UGM. Metode selanjutnya yaitu melakukan wawancara dengan beberapa staff Subdirektorat Hubungan Alumni UGM. Metode lain yang dilakukan adalah mengambil data melalui berbagai sumber antara lain, buku, buku elektronik, jurnal elektronik, dan artikel dari internet sebagai bahan studi pustaka. Hasil penelitian menunjukan terdapat tiga tahap dalam proses pengembangan UGM *Intergrated Career Days* yang dilakukan oleh Subdirektorat Hubungan Alumni UGM. Pertama yaitu tahap persiapan, yaitu dengan mengadakan riset mengenai acara yang akan dilaksanakan, merekrut panitia pelaksana, merancang konsep dan desain acara, menentukan tempat pelaksanaan acara, menawarkan proposal kerja sama, mendapatkan sponsor dan mitra, mempublikasikan acara, and mempersiapkan tempat acara. Kedua adalah tahap pelaksanaan acara yang diselenggarakan pada 10 – 11 April 2019, mulai dari pembukaan hingga penutupan acara. Tahap terakhir adalah tahap evaluasi yang mendeskripsikan proses evaluasi UGM *Integrated Career Days 2019*. Evaluasi yang dilakukan dapat menjadi bahan materi untuk pelaksanaan acara di masa yang akan datang.

**Kata kunci:** UGM *Integrated Career Days*, Subdirektorat Hubungan Alumni UGM, *Job Fair*, Manajemen Acara, Alumni.

## ABSTRACT

This final report aims to describe the profile of Sub-Directorate of Alumni Relations UGM and to explain the event management of UGM Integrated Career Days 2019, the annual program of the Sub-Directorate of Alumni Relations UGM as a means of career development for UGM graduates with the concept of Job Fair (career expo) developed by the Career Development Section (*Bagian Pengembangan Karier Lulusan*). The methods of data collection were carried out by observing directly through internship (PKL) program for three months from March 1st, 2019 to May 31st, 2019 at Sub-Directorate of Alumni Relations UGM office. The next method was done by conducting interviews with several Sub-Directorate of Alumni Relations UGM staffs. Another method was carried out by taking data through various sources including books, electronic books, electronic journals and articles from the internet as a literature study material. The results of the study show that there are three stages in the event management of UGM Integrated Career Days conducted by the Sub-Directorate of Alumni Relations UGM. The first is the preparation stage that includes the conducting research, recruiting committees, concepting the grand design, deciding the event venue, offering sponsorship proposals, getting sponsors and partners, publishing the information, and preparing the event area. The second is implementation. In this stage, the writer describes how the event was held (April 10th until 11th of 2019) starting from the beginning of the event until the end of the event. The last is the evaluation stage that describes the evaluation process of UGM Integrated Career Days 2019. This evaluation becomes the reference material for the evaluation of events in the implementation of similar events which will be held next.

**Keywords:** UGM Integrated Career Days, Sub-Directorate of Alumni Relations UGM, Job Fair, Management Event, Alumni.