

CONTRIBUTION OF COMPETENCY-BASED CURRICULUM DEVELOPMENT TO IMPROVING THE BRANDING QUALITY OF ITB TUBAN DIGITAL BUSINESS STUDY PROGRAM GRADUATES

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Abstract: This study explores the contribution of competency-based curriculum development to improving the quality of branding of the Digital Business Study Program at the Institute of Business Technology (ITB) Tuban. The research gap lies in the lack of studies related to the effectiveness of competency-based curriculum in preparing graduates who are able to meet the demands of the digital business industry, especially for study programs that are newly developed and do not have graduates. This study uses a quantitative descriptive approach with a survey of final year students who have gone through most of the curriculum, as well as interviews with lecturers and industry representatives to evaluate the relevance of teaching materials. The results of the study show that the competency-based curriculum helps students develop in practical skills, such as data analysis, digital marketing, and entrepreneurship, which are considered important by industry stakeholders. In addition, this approach contributes to the formation of a positive image of the study program, as it produces potential graduates who are thoroughly prepared for the challenges in the world of work. Although the first graduates have not yet been produced, positive projections regarding the quality of ITB Tuban graduates can increase the interest of prospective students and collaboration with the industry. In conclusion, the development of a structured curriculum in accordance with market needs is the key to improving the branding of the study program and preparing competitive graduates.

Keywords: curriculum, branding quality, digital business

1. Introduction

In today's era, technological developments are very rapid, so the world of work increasingly demands universities to produce graduates who have competencies that are in accordance with job needs. Universities have a responsibility to produce the next generation of the nation to become agents of change. These agents of change are required to have skills, knowledge, and competencies in order to compete in the global arena. (Cintantya et al., 2024) The Digital Business Study Program as one of the study programs that is relevant to the current era, namely the digital era. of course this study program requires personal branding, Personal Branding is an act of building and promoting an image, reputation, and achievements about oneself to the public, especially in the professional realm. Personal branding is important in this digital era, because it creates a positive impression and trust that can support career achievement or personal goals.

Universities must equip students with skills and knowledge that can be applied to the digital world. Competency-based curriculum development is very important in improving graduates' personal branding. The demands for college graduates are not only to be able to work in companies or agencies, but also to have an entrepreneurial spirit to create jobs by taking advantage of opportunities. With this, universities need to prepare and equip human resources with the right competencies and skills so that they can continue to contribute to economic growth and national welfare. This study aims to identify the contribution of competency-based curriculum development to improving the branding of ITB-Tuban digital business study program graduates and provide suggestions for improving the curriculum to be more relevant to the needs of the world of work.

Graduates who have strong personal branding will be more easily recognized and trusted by the industrial world, which in turn can increase competitiveness in the job market. In the context of the ITB Tuban Digital Business Study Program, the main challenge is how the curriculum that is designed can truly produce graduates who not only have technical skills in the digital field, but are also able to build a strong and relevant professional image.

However, the challenge faced in developing this curriculum is how to ensure that the material taught is not only theoretical but also applicable in the world of work. Students need to be trained to have relevant practical skills, such as digital project management, online marketing strategies, and the ability to innovate amidst global competition. Thus, strong personal branding can be achieved through mastery of competencies that are integrated with real experience, either through internships, field projects, or collaboration with industry.

In this study, the main focus will be on how the development of competency-based curriculum in the Digital Business Study Program of ITB Tuban has contributed to improving the quality of graduate branding, and how the curriculum can be improved to be more relevant to the needs of the dynamic world of work. This study is expected to provide new insights into the development of higher education that is more responsive to industry demands, as well as assisting universities in developing more effective learning strategies to produce graduates who are ready to compete in the digital era.

2. Literature Review

Table 1. Literature Review

Writer	Year	Journal Title
Eva Wahyu Prasetyaningtyas Zainal Arifin	2019	Education on the Importance of Entrepreneurship for Students by Utilizing Digital Technology as an Effort to Face the 4.0 Revolution
The Love of Andhita Dara Kirana Nanda Revenska Rifki Muhammad Fauzi	2024	Efforts to Optimize Digital Innovation Opportunities for Students through Digital Branding Training and Mentoring
Imelda M Hendriyani print all	2022	Branding Strategy Analysis Using Ansoff Matrix in Attracting New Student Interests at Parahyangan Catholic University

The research conducted by Eva Wahyu Prasetyaningtyas and Zainal Arifin successfully revealed the importance of digital technology-based entrepreneurship education for students in

facing the era of Revolution 4.0. The results of the study showed that by equipping students with entrepreneurship education, the character of smart, trustworthy, and creative 4.0 entrepreneurs can be built. Furthermore, this study also succeeded in improving the 5C aspects (creative, cognitive, collaborative, competence, cohesiveness) in students, and was able to produce a generation of digitalpreneurs.(Prastyaningtyas & Arifin, 2019)

Research conducted by Cintantya Andhita Dara Kirana, Nanda Revenska, and Rifki Muhammad Fauzi entitled Efforts to optimize digital innovation opportunities for students through digital branding training and mentoring successfully showed that digital branding training and mentoring had a positive impact on students' understanding of important aspects of digital marketing. The results of the study showed a significant increase in students' ability to create attractive content designs, utilize social media effectively, and analyze data to measure the performance of branding strategies. This indicates that the right training program can equip students with the skills needed to compete in the digital era. (View of Efforts to Optimize Digital Innovation Opportunities for Students Through Digital Branding Training and Mentoring, nd)

In a study conducted by Imelda M, Hendriyani C et all on Branding Analysis Using Ansoff Matrix in Attracting Prospective New University Students, it was revealed that Higher Education Institutions should carry out branding to attract stakeholders (prospective new students). Currently, UNPAR is at the A accreditation level, in order to achieve "Excellent" accreditation, a marketing expansion process is needed in the form of activities that can support the improvement of Institutional branding. Not only companies/institutions must carry out branding, but also the academic community of higher education. Graduates determine the future of the nation, in this case UNPAR must provide the best service and produce quality graduates, intelligent, have high integrity, are sensitive and care about the problems that develop in society and always learn to continue to improve the quality of work, works, and contributions to be ready to face global competition. (Jurnal et al., 2022)

Referring to the Three studies provide a clear picture of the importance of digital-based education and training in preparing students to face challenges and opportunities in the era of Revolution 4.0. Be it entrepreneurship education, digital branding training, or institutional branding strategies, all aim to Form entrepreneurial character, Improve digital skills, Increase competitiveness, and Build a positive image. By equipping students with the right skills, universities can contribute to producing quality graduates who are ready to face global challenges.

3. Method

The approach or methodology in this study uses a quantitative approach. Data in this study were collected by distributing structured questionnaires to respondents. This study involved correspondents from digital business study program students from the 2022 to 2024 batches at the Tuban Institute of Technology and Business. This quantitative research is used to collect data and information by distributing questionnaires aimed at obtaining results from related respondents, the purpose of this study will help the Digital Business study program of the Tuban Institute of Technology and Business (ITB Tuban) to find out how the competency-based curriculum contributes to graduates in the Digital Business study program, this researcher's information can also help related parties to continue to improve learning programs

and support skills that can prepare and support the personal branding of students graduating from the ITB Tuban digital business study program.

4. Results and Discussion

The digital business study program of the Tuban Institute of Technology and Business is a study program established to answer the needs of the increasingly dynamic labor market, along with the development of the era that is increasingly advanced in the field of technology, the Tuban Institute of Technology and Business (ITB Tuban) has launched a S1-digital business study program to be able to equip its students to be able to become solutions for companies that carry the soul of change makers and 6 pillars in accordance with the vision and mission of the institute. This ITB Tuban digital business study program is one of the study programs at ITB Tuban that is startup style, this study program is also an opportunity for students to get internship opportunities in bona fide companies and many other benefits.

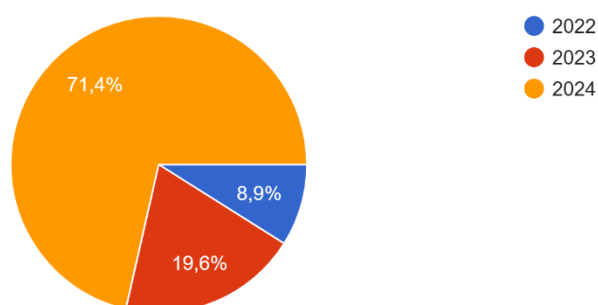
The development of this competency-based curriculum is designed to ensure that graduates of the Digital Business study program of the Tuban Institute of Technology and Business not only have theoretical knowledge but also have practical skills that are very much needed in today's modern work world, especially in the Digital Business sector. With this competency-based curriculum, graduates of the Digital Business study program can increase their competitiveness, this is able to improve the quality of their branding as graduates of the Digital Business study program and is able to have an impact on related institutions.

Based on the results of a survey conducted on 50 respondents of ITB Tuban students, it can be interpreted that based on knowledge about the curriculum, the majority of respondents showed a moderate level of understanding of the competency-based curriculum implemented. So there is still a need for socialization of knowledge about the competency-based curriculum.

Table 1. Average respondents

MAHASISWA ANGKATAN

56 jawaban



From the questionnaire data that we have distributed to all students of the ITB Tuban digital business study program, it can be concluded that more than 50% (more) of respondents already know about the competency-based curriculum implemented in the ITB Tuban digital business study program. The competency-based curriculum implemented in the Digital Business study program is increasingly well-known by students. This is good news, because this learning

approach provides many benefits for students. Thus, graduates of this study program are expected to be able to compete in the ever-growing world of work. This curriculum is designed to equip students with industry-relevant competencies, such as data analysis, digital marketing, and application development. Through various activities such as internship projects, and collaboration with industry, students can hone their practical skills and be ready to face the challenges of a dynamic world of work.

In addition, the quality of teaching from lecturers related to the implementation of competency-based curriculum is good because lecturers are able to deliver materials in an interactive way and relevant to industrial developments. Lecturers not only provide theory, but also often share their practical experiences in the digital business world, which makes the material easier to understand and interesting for students. The teaching methods used by lecturers, such as project-based learning, group discussions, and business simulations, are considered very effective in supporting the formation of competencies needed by graduates. This makes students more prepared to face the challenges of the dynamic and highly competitive digital business world.

Table 2. Research interpretation

No	Average value	Interpretation
1.	2.53 – 3.00	Enough
2.	2.96 – 3.00	Enough
3.	3.14 – 4.00	Good
4.	3.23 – 4.00	Good
5.	3.01 – 4.00	Good
6.	3.16 – 4.00	Good
7.	2.98 – 4.00	Good
8.	3.32 – 4.00	Good
9.	3.26 – 4.00	Good
10.	3.14 – 4.00	Good
11.	3.16 – 4.00	Good
12.	3.05 – 4.00	Good
13.	3.05 – 4.00	Good
14.	3.14 – 4.00	Good

Based on the respondents who filled out the survey, they felt that this curriculum was quite relevant to the needs of the industry, and there needed to be room for improvement or deeper evaluation. However, there were some respondents who found it difficult to link the courses they took with the competencies they wanted to achieve. In addition, there were still some students who could not fully understand the competency-based assessment mechanism applied. In terms of Professional Network Development Some respondents felt the benefits of this curriculum in terms of facilitating the development of professional networks, although the level of satisfaction varied. However, students tend to feel positive about the benefits of this curriculum in facilitating the development of professional networks. Competency-based curriculum often involves group projects, presentations, and other collaborative activities that encourage students to interact intensively with peers. This creates opportunities for students to get to know each other, share knowledge, and build lasting relationships.

Contribution to Work Readiness. The level of satisfaction with the contribution of the curriculum in preparing graduates for the world of work is quite good, but there are still respondents who are less satisfied. This is due to the different perspectives of students in receiving knowledge given by lecturers related to readiness for the world of work. By increasing students' understanding of the competency-based curriculum, it is hoped that students can be more active in the learning process and better prepared to face the challenges of the world of work. In addition, this will also contribute to improving the quality of ITB Tuban graduates.

By looking at several business opportunities in the 4.0 era, such as opportunities in finance technology, software as a service, cloud hosting, digital marketing and others, in the journal (Purba et al., nd). This is able to support the development of digital business students in preparing their quality, improving their personal branding to be able to become graduates of digital business study programs who are ready to face the renewal of opportunities in the business world. The development of a competency-based curriculum is expected to be one way for students to improve their soft skills and hard skills, from the results of a survey of several students, especially digital business study programs, they strongly agree and are open to the curriculum.

5. Conclusion

This study shows that the development of a competency-based curriculum in the ITB Tuban Digital Business Study Program has a significant contribution in improving the quality of graduate branding. This curriculum not only equips students with theoretical knowledge but also practical skills needed by the industry, such as data analysis, digital marketing, and entrepreneurship. This creates graduates who are ready to face the challenges of the world of work and have positive branding in the eyes of the industry. Although this study program has not graduated its first students, the projection of the quality of its graduates is very positive. A curriculum that is tailored to market needs helps shape the study program's reputation and attracts prospective students and increases collaboration with industry.

Thank-you note

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