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Analysis of the Effectiveness of Chinese Language Skills on the Competitiveness of Office Administration Graduates in the Business and Industrial World

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Abstract

This study aims to determine the level of effectiveness of Chinese language learning for Office Administration alumni and to find out whether the teaching methods and teaching materials for Business Mandarin courses used in the Office Administration study program can meet the needs of the learners. This type of research uses explanatory research. The population in this study was 85 alumni of the D3 Office Administration Study Program. Since the population in this study only amounted to 85 people, the entire population will be observed. The results obtained a research coefficient value of 0.654 with a significance of 0.01, which proves that

there is a positive and significant influence between Chinese language skills and the competitiveness of office administration graduates in the business and industrial worlds. Obtained a correlation or relationship value (R) of 0.719 that Mandarin language skills have a very strong relationship with the competitiveness of office administration graduates in the business and industrial worlds. The results of the coefficient of determination analysis obtained a value of 0.517, indicating that 51.7% of the competitiveness of office administration graduates is influenced by Mandarin language skills.

Keywords: Effectiveness, Competitiveness, Mandarin, Industrial World

1. Introduction

Right now, Indonesia's economy is expanding. According to Official Statistics (2024), the Indonesian economy increased by 5.11 percent (y-on-y) in the first trimester of 2024 compared to the same period in 2023. Due to China's current economic boom and its sizable population of 1,425,171,948 billion, numerous global major industries are vying for investments and even expansions into Indonesia, given the current state of the people's economy. According to data from the Ministry of Investment/Investment Coordinating Board (BKPM), Chinese investments in Indonesia totaled US\$30.2 billion between the first quarter of 2019 and the first quarter of 2024. During that time, 21,022 thousand cooperation projects were underway.

Because China is a major source of investment into Indonesia, being able to speak in Mandarin is a crucial need for potential employees to meet in order to gain the confidence of hiring managers at companies. More than two billion people speak Mandarin worldwide, and proficiency in the language is frequently linked to better job opportunities, particularly for those wishing to pursue careers in business.

Language plays a significant role in industrialized economies and civilizations. Since Mandarin is the primary language in China, it goes without saying that it is also used for investment in friendly nations like Indonesia. As investment in Indonesia grows, prospective employees must be able to communicate Mandarin in order to build relationships and facilitate communication with Chinese leaders. is the primary foreign language of teaching apart from English. Proficiency in Mandarin is a prerequisite for investing in China, as effective company operations hinge on effective communication.

Increasing a country's competitiveness through better, high-caliber work is one of the problems in the increasingly intense global competition to achieve national progress. A high-quality educational process that yields graduates that are perceptive, competent, superior, farsighted (visionary), confident, and self-assured can help achieve this advancement. To achieve the aforementioned goals, the appropriate approach must be used, which includes upgrading learning environments, allocating resources according to student proficiency, and organizing instruction according to students' abilities, attitudes, traits, and behavior.

Education is one of the important pillars to boosting productivity (Todaro and Smith, 2015)^[5]. Education opens space for the accumulation of knowledge and skills, both technical and cognitive, as an important determinant of productivity (World Bank, 2010; Adam and Negara, 2015)^[9, 6]. Empirically, some studies (such as Corvers, 1997^[7]; Jones, 2001; Rehman and Mughal, 2013^[8]) do show that rising education levels are positively correlated with rising productivity levels. However, the World Bank (2010b)^[9] cautions that, while increases in education levels are important, they are not *necessary but insufficient* to drive productivity gains. This argument is very valid if the effort to increase the level of education is not accompanied by efforts to make improvements in the education system (Adam and Negara, 2015)^[6]. This means that the education system must be connected and able to adapt to the dynamics of the economic sector. Without that, the level of education may increase, but it will not correlate significantly with the increase in productivity levels because the increase is not accompanied by improvements in qualifications and specialization of knowledge and skills that are really needed by companies (economic sectors), both industry and services that are developing (*misslink and mismatch*) (World Bank, 2010b)^[9].

According to Makki *et al.* (2015)^[10], work readiness is the set of skills, knowledge, and attitudes that will make it possible for new graduates to contribute productively to the achievement of organizational goals in the place where they work. Work readiness is when an individual who is ready to work has the basic skills needed for the minimum quality of a particular job as determined through job analysis or job profiles. According to Brady (2009)^[11], work readiness focuses on individual personal traits, such as the nature of work attitudes and defense mechanisms needed to get and maintain the work that has been obtained. Studies conducted by Trilling and Fadel (2009)^[12] show that secondary school, diploma, and higher education graduates are still less competent in terms of: (1) oral and written communication; (2) critical thinking and problem solving; (3) work ethics and professionalism; (4) teamwork and collaboration; (5) working in different groups; (6) using technology; and (7) project management and leadership. Based on the study conducted by Trilling and Fadel, it is clear that communication skills include the self-competence needed to enter the world of work, but there is still a lack of improvement in competence.

In order to produce graduates who are prepared for use and competitive in the industrial world itself, it is our duty as an academic team to teach and mentor students, particularly those enrolled in the Office Administration Study Program, about the significance of Mandarin in today's industrial world. We need to be able to synchronize and focus on the Chinese language because of this. Studies in learning in the D3 Office Administration Study Program are tailored to each student's interests and the demands of the modern industrial sector. It is now necessary for us to assess all education to see if it aligns with industry demands, including the subject of study and the course materials currently being taught to students. This is the topic of this research.

According to how the problem was formulated above, the study's goals are to: (1) determine the efficacy of Chinese language instruction for Office Administration alumni; and (2) determine whether the teaching strategies and resources

for Business Mandarin courses utilized in the Office Administration study program are adequate to meet the needs of the students.

2. Research Materials and Methods

2.1 Research Type

The type of research used in this study is *explanatory*. According to Singarimbun (1995), explanatory research is research that intends to explain the position of the variables to be studied and to determine the relationship between one variable and another.

2.2 Population, Sample

A population is an entire set of items that we are normally interested in studying or using as the subject of research. These elements are typically people, things, transactions, or events. An another viewpoint According to Sugiono (2005), a population is a category for generalization made up of items or people with specific attributes chosen by researchers for analysis and subsequent conclusion-making. There were 85 alumni from the D3 Office Administration Study Program who made up the study's population.

The population being studied is represented by or included in the sample. If the subject count is less than 100, it is preferable to collect the entire sample at once in order to transform the study into population research because the sample is a portion of the population's size and makeup (Arikuto, 2002). The entire population will be observed because there were just 85 participants in this study.

Consequently, sampling techniques are not required because this research employs the census or complete enumeration method, or it does not use samples. A census is a method of gathering data in which each component of the population is examined individually. As a result, the census is frequently referred to as a comprehensive recording or counting of all population components, and it yields data results with accurate values or parameters.

2.3 Data Analysis Method

The data analysis method used in this study uses descriptive statistical analysis and simple linear regression analysis. This analysis uses the SPSS 22 application

3. Results and Discussion

3.1 Respondent Characteristics

Based on gender, most of the respondents were female, namely 67%, while men were 33%. Judging from the age of most respondents aged 26–30 by as much as 51%, respondents aged 21–25 by as much as 34%, and respondents aged over 30 years by 15%. Judging from the employment background, most of the respondents have worked for the company, namely 41%, have not worked by 23%, and 36% are entrepreneurs. .

3.2 Validity and Reliability Test

The reliability test aims to see if the questionnaire has consistency if measurements with the questionnaire are repeated. The basis for taking the Croncach alpha reliability test, according to Wiratna Sujarweni (2014)^[14], is that the questionnaire is said to be reliable if the Croncach alpha value is > 0.6 . The effectiveness variable of Chinese language learning is measured by 10 questions, and all of them are declared valid with a reliability level (Cronbach Alpha) of 0.699 and declared reliable. The competitiveness

variable was measured by 10 questions, with all of them declared valid with a reliability level (Cronbach Alpha) of 0.700 and declared reliable.

3.3 Description of Research Variables

Descriptive statistical measurement of this variable needs to be done to see a general description of the data, such as the average (mean), highest (max), lowest (min), and standard deviation of each variable, namely X and Y. Based on descriptive tests, it can be described that the distribution of data obtained from the research is variable X from the data is described as having a minimum value of 15, a maximum value of 50, and an average X of 33.18. The standard deviation of the X data is 8.207. While variable Y of the data is described as having a minimum value of 17, a maximum value of 50, and an average Y of 34.36, The standard deviation of the Y data is 7.469.

3.4 Correlation Analysis (R)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the T Estimate t
1	.719 ^a	.517	.511	5.222 gr

a. Predictors: (Constant), X1

Based on the table above, it shows that the magnitude of the correlation or relationship value (R) is 0.719 and that variable X has a very strong relationship with variable Y. The results of the coefficient of determination analysis obtained a value of 0.517, where 51.7% of variable Y is influenced by variable X and 49.3% is influenced by other variables outside the study.

3.5 Simple Linear Analysis Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2422.741	1	2422.741	88.861	.000 ^b
	Residuals	2262.953	83	27.264		
	Total	4685.694	84			

a. Dependent Variable: Y

b. Predictors: (Constant), X1

Based on the table above, the F count value is 88.861 with a significance level of 0.00 <0.05, so it can be said that the independent variable has an effect on the dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	12.656	2.372		5.336	.000
	X1	.654	.069	.719	9.427	.000

a. Dependent Variable: Y

From the regression equation above, a simple regression can be explained as follows:

1. The constant of 656 indicates that if the independent variable is assumed to have no change (constant), then the Y value of the dependent variable is 12.656.
2. The X regression coefficient of 0.654 states that for every increase in variable X by 1 unit, the Y value will increase by 654. Conversely, for every decrease in

variable X1 by 1 unit, the value of Y decreases by 0.654.

3.6 Decision making in Simple Regression Test:

$$ttabel (a/2 : n-k-1) = (0.05/2 : 85-1-1) = (0.025 : 83) = 1.988$$

The results of the t test calculation on variable X show that tcount > ttabel, namely 9.427 > 1.988, with a significance value of 0.00 <0.05. So it can be stated that variable X has an effect on variable Y.

4. Discussion

The effectiveness of Chinese language skills on the competitiveness of office administration graduates in the business and industrial world

There is a close and significant relationship between the Chinese language skills of office administration and competitiveness in the business and industrial worlds. Mandarin language learning so far implemented by the Lampung University office administration study program has turned out to be able to increase the competitiveness of office administration graduates in the business and industrial world. This can be seen from the descriptive analysis of this study, where 51.76% of the respondents answered that where they work there are those who master Mandarin, and then as many as 47.05% of the companies where they work cooperate with companies from China, both as importers and exporters. 45.05% of respondents said that when they applied for a job, they were asked by the company if they could speak Mandarin. A total of 52.94% of respondents said that the companies where they work require them to master Mandarin. And 58.82% of respondents agreed that the Chinese 1 and 2 course material obtained during lectures in the office administration study program was used as long as they worked in business and industry.

The consequence of the results of this research is the need for Mandarin language learning in higher education to be developed more optimally as an effort to increase global competitiveness. With the increase in Chinese language skills, it is expected to increase the competitiveness of graduates in the business and industrial worlds.

Foreign language education, especially Mandarin, aims to prepare graduates to be more able to compete in the business and industrial worlds. Thus, it is hoped that office administration graduates will have more competitiveness in the business and industrial worlds.

5. Conclusions

Based on the results of the research and discussion above, the following conclusions can be drawn:

1. The research coefficient value is 0.654 with a significance of 0.01, which proves that there is a positive and significant influence between Chinese language skills and the competitiveness of office administration graduates in business and
2. Obtained a correlation or relationship value (R) of 0.719 that mandarin language skills have a very strong relationship with the singability of office administration graduates in business and industry. The results of the analysis of the coefficient of determination obtained a value of 0.517, where 51.7% of the competitiveness of office administration graduates is influenced by

mandarin language skills.

6. Recommendations

1. Chinese learning materials should be arranged to pay more attention to the world of business and industry.
2. Chinese learning materials are not only mastered by office administration graduates but also by other majors related to business and international relations.
3. It is necessary to conduct similar research with a broader scope and involve several other universities so that the results are more.

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