

Partnership with Industry, Program for Improving Quality of TVET on SED-TVET Project

by:

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**"Strengthening Efforts towards Harmonization and
Internationalization of TVET in Southeast Asia"**

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Hotel Grand Nikko, Den Pasar, Bali**

Problems of HR Development

Law and Regulation

Fund Resources

Entrepreneur

Efisiensi

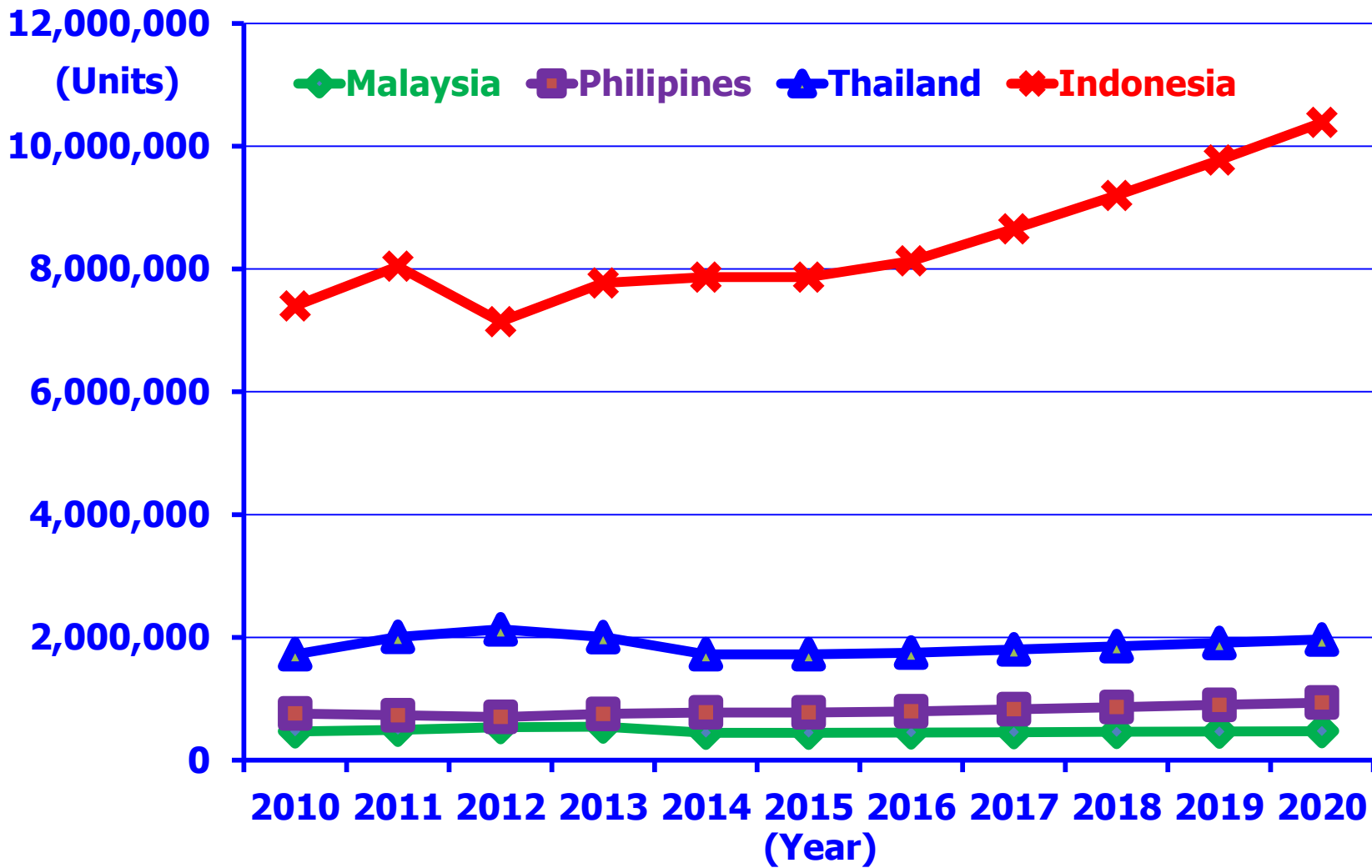
Productivity

Competence

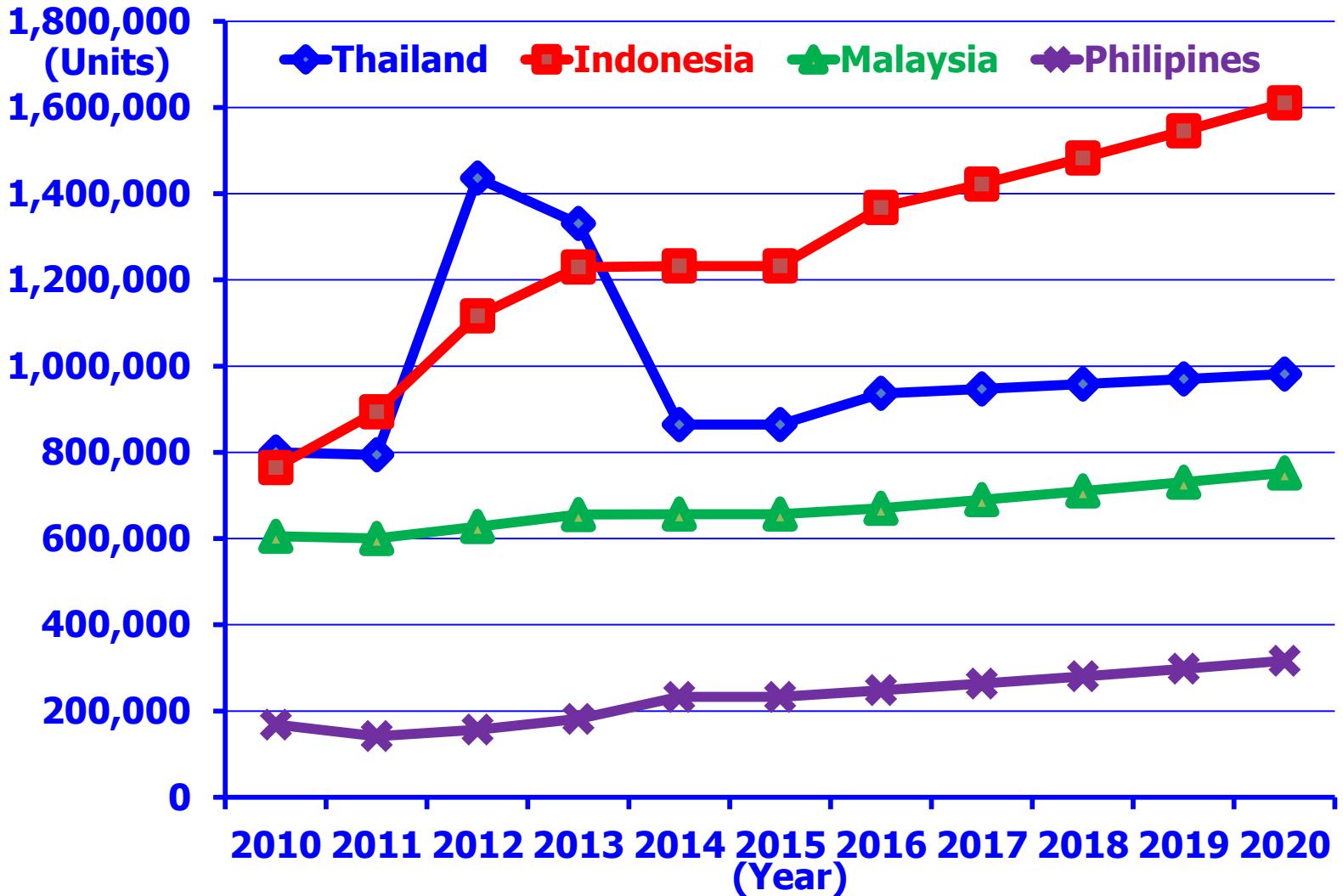


HR Competitiveness?

Motorcycle Market Projection in ASEAN Four Year 2016 ~ 2020

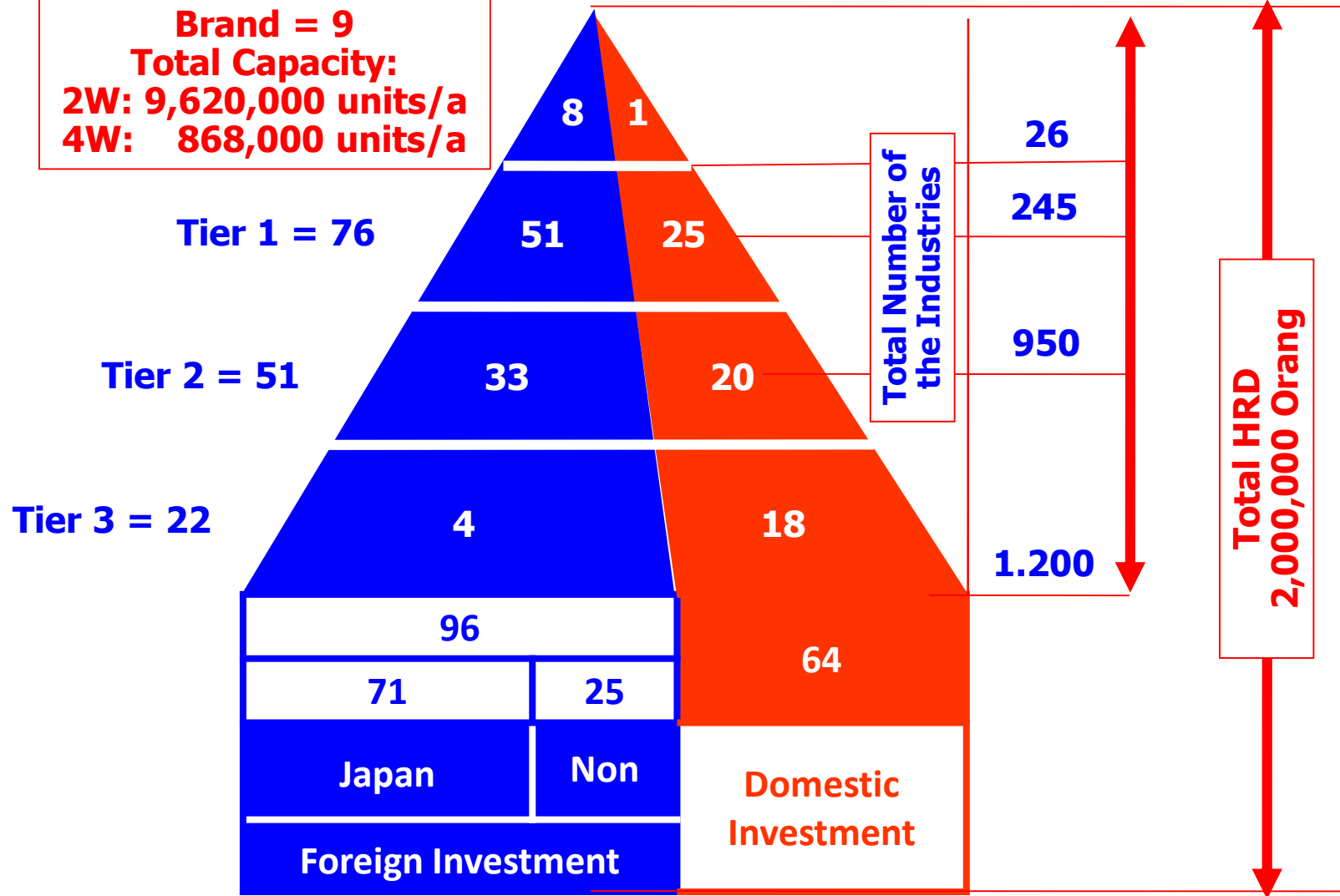


Aotomobile Market Projection in ASEAN Four Year 2016 ~ 2020



Structure of the Automotive Industry in Indonesia

Brand = 9
Total Capacity:
2W: 9,620,000 units/a
4W: 868,000 units/a



Tier 1 = 76

Tier 2 = 51

Tier 3 = 22

96	
71	25
Japan	Non
Foreign Investment	

64
Domestic Investment

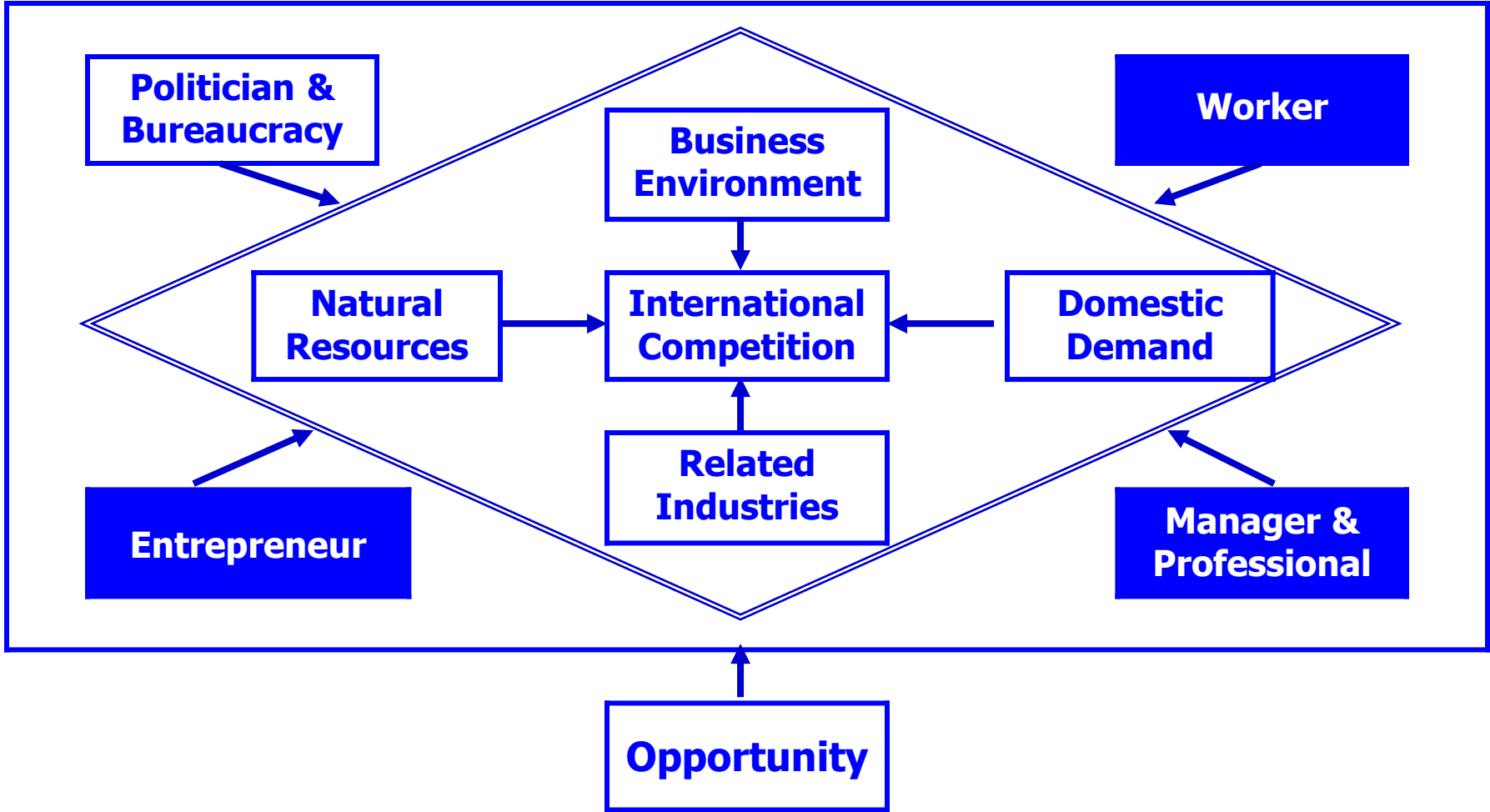
Total Number of the Industries

The Dilemma of Education

**If You Invest in the
Education You will Die**

**If You Don't You are
Already Dead**

New Paradigm of International Competition



**Sumber : Dong Sung Cho & HwY Chang Moon
From Adam Smith to Micael Porter Evolusi Teori Daya Saing**

Industry Challenges in the Era of Globalization

- **Liberalization in Trades, Industries and Services**
- **"Demand and Supply" of HR depending on their Competence**
- **The Competitiveness Depending NOT on "Cheap Wages", Rather than on "Competence", "Productivity and Efficiency", "Engineering and Development" and "Applications of Technology"**

Sources of Industry Competitiveness

- **Educated and Trained Human Resources**
- **Carries Industrial Mentality**
- **Cheap and Competitive Capital Fund**
- **Sufficient market**
- **Improvement of Work Environment**
- **Improved Productivity, Efficiency and Quality**
- **Engineering and Manufacturing Knowledge**
- **Product Design and Engineering**
- **Information Technology**

Fundamental Problem Around Education

- 1. Important! Educate, Building Motivation and Building Character for Every Students**
- 2. Do not always Keep Changing the Basic Curriculum.**
- 3. Materials of Basic Curriculum In principle unchanged.**
- 4. Teachers with Relevant Background, Having Didactic and Pedagogy Competence.**
- 5. Student Should Armed with Fighters Spirit, Sportive, Self-confident and Respecting Others.**
- 6. Increase the "Social Quotient", Learn to Interact In "A Team" Positively.**

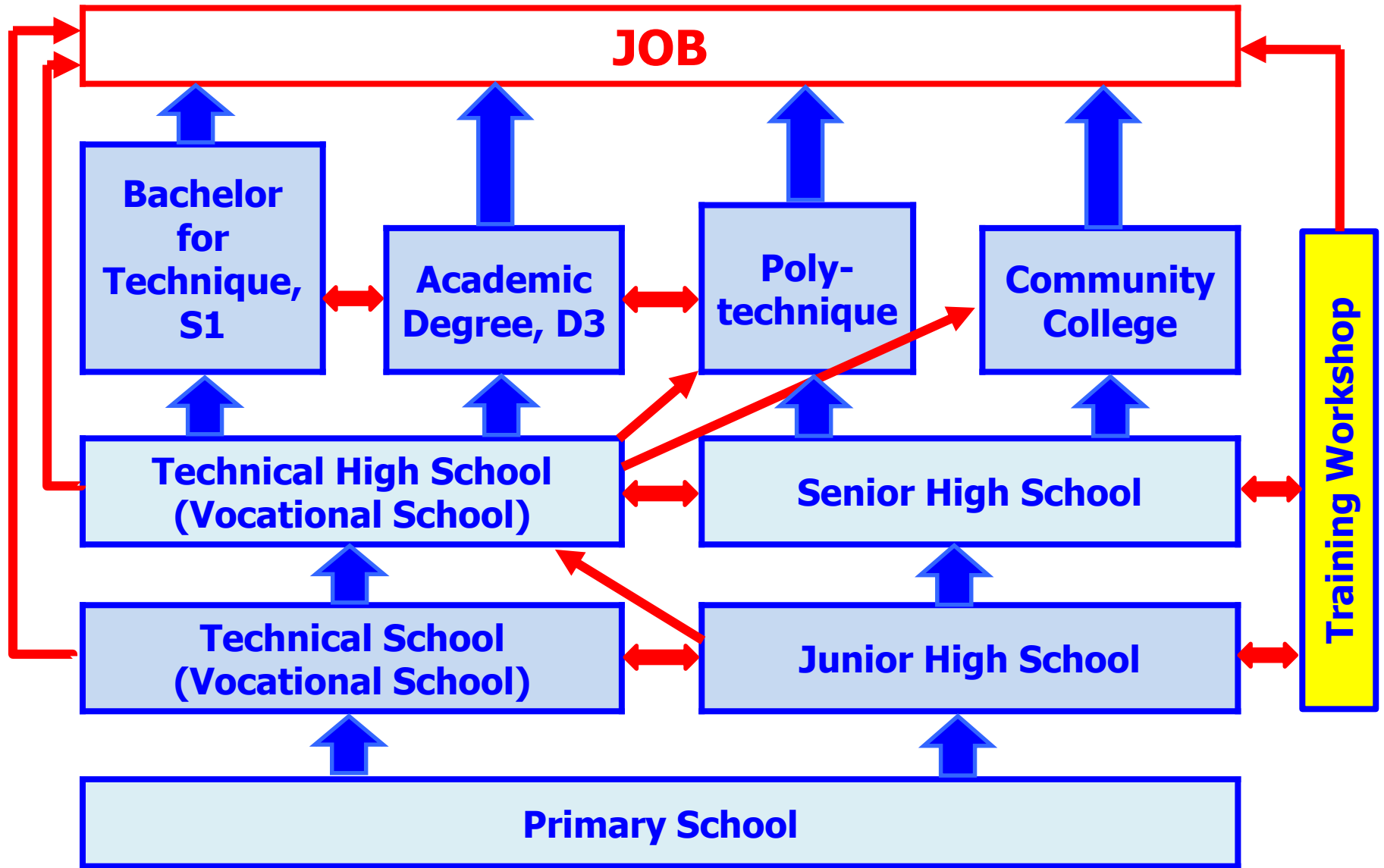
Vocational School, Why?

- **Miniature of Job World**
- **Hands On**
- **Competence in accordance to Local and Global Needs**
- **High Added Value**
- **Developed Based on Natural Resources**
- **Directly Accepted and Absorb by Industry and Business**

Vocational Education

**Special education that prepares students to
Enter the world of business with a Job or a
Profession with specific applied skills or
improving specific competencies of
employees and workers**

Integrated Vocational Education



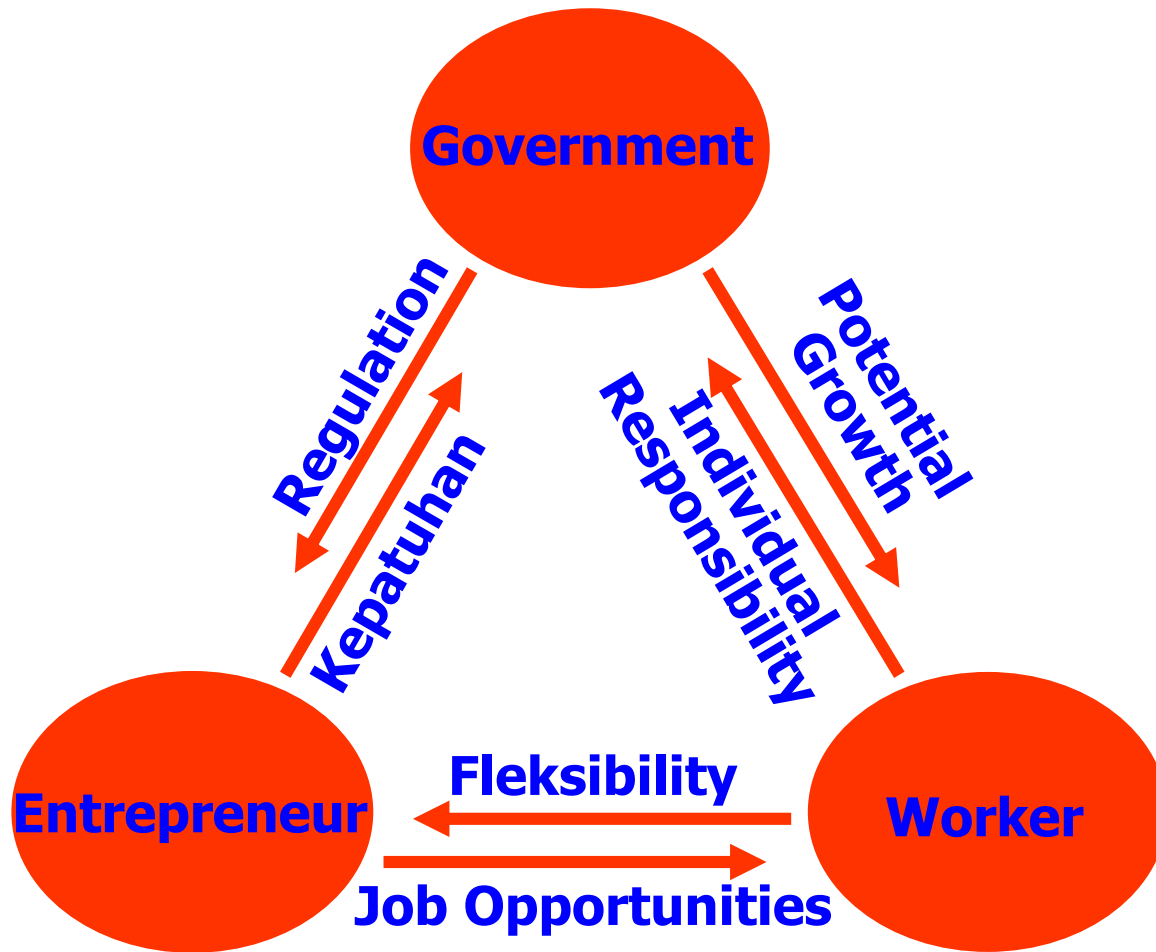
Competence : Decree of MOE No.045/U/2002

- **A Set of Smart Actions Applied with Full Responsibility**
- **A Person who Held the Terms To be Considered as Capable by Community**
- **Undertaking Tasks and Duties at a Specific Occupations Sector**

Fundamental Problem Around Vocational Education

- 1. Adjustments and Change Obsolete Curriculum Suite to the Current Conditions.**
- 2. Development of Vocational School Referring to the National Economic Development Platform!**
- 3. The diversity of Market Demand for Specific Skills and Competencies, Requires Inter-Departmental Cooperation and with Private Sectors as well.**
- 4. Meaning: Education Should pay attention to the Interests of the Users/Consumers.**
- 5. Business World Should Appreciate the fact, that Placing Special Trained Human Resources Will Enhance Competitiveness.**
- 6. Quality of Students Must Truly Accountable and Building Professional Personnel in Accordance to their Rank.**

Success Factor is a Good Partnership and Cooperation



Determination of Education's Infrastructures

- **Infrastructures and Facilities of the School**
- **Teachers who controlled didactic and teaching methods**
- **Mastering of General and Special Knowledge**
- **Concentration and exploitation of potential appropriate to market needs**
- **Education of Independency, Mental Attitude and Character Building**

Das Sein of HR in the Industry

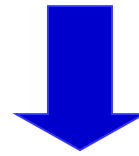
- **Weak In Knowledge and Technology**
- **Low Creativity**
- **Less Discipline**
- **Tend Inefficiency**
- **Less Persistent and Inconsistent**
- **Can not Appreciate Time**
- **Can not Respecting Others**
- **Weak In Team spirit**
- **Less Responsibilities and Less Credibility**

Das Sollen of HR in the Industry

- **Discipline In Executing Duty with Proper Attitude and Behavior**
- **Honest To Yourself and be Professional**
- **Timely, Effective and Efficient**
- **Accuracy and Precision In Work**
- **Responsible and Have Commitment**
- **Acting Under Norms and Standards**
- **Teamwork**

What Sort of HR Needed ?

**Building a Healthy Education
Culture, Mental And Emotional
Intelligence**



**Competence
Character
Insightful**

Survey Result on Character of Indonesian HR

Parameter	Value	Rank
1. Degree of Motivasion toward Innovation and Changes		9
2. Entrepreneurship	2.72	8
3. The Willingness to Accept Responsibility	3.01	7
4. Awareness on Productivity	3.12	6
5. Self-Belonging in the Workplace	3.15	5
6. Self-Motivating	3.29	4
7. Level of Discipline	3.29	3
8. Labour turn over	3.31	2
9. Capability to absorb Technology	3.31	1

* Value: 1 = Poor; 10 = Good

Index of Competitiveness and Percentage Comparison of Entrepreneur

Competitiveness Index		
Country	Rank	Index
U S A	5	5.48
JAPAN	9	5.40
AUSTRALIA	21	5.09
MALAYSIA	24	5.03
CHINA	29	4.84
THAILAND	37	4.54
INDONESIA	38	4.53
PHILIPPINES	59	4.29
INDIA	60	4.28

Daya Saing		
Country	Infrastructure	Institution
Indonesia	61	67
Malaysia	29	29
Singapore	2	3
Thailand	47	78
Vietnam	82	98

Country	Percentage of Entrepreneur
Indonesia	0,24%
Malaysia	5%
Singapore	7,2%
Thailand	4%
USA	11%

Automobile Business administrator

Duration of traineeship

3 years

The venues for training are company and vocational school (Berufsschule)

Field of activity

Automobile business administrators are employed in automobile dealerships and by car manufacturers and car importers. Their work involves ordering, procuring, marketing and selling new and used cars and providing after-sales service.

Automobile business administrators are customer-oriented and through their work help to ensure that the business operates on a sound commercial basis.

Activities within the framework of special services provided by the company include, e.g. fleet management, communication facilities, vehicle rental.

Automobile Business administrator

Occupational skills

- apply the product knowledge they acquire through the technical side of their work for the benefit of the customer;
- assess sales opportunities and observe the market behaviour of customers and competitors;
- analyze the information obtained from market observation for use in taking marketing decisions;
- plan and carry out marketing campaigns;
- use information and communication systems developed for the automobile industry;
- obtain quotations, compare terms and purchase goods;
- monitor goods inwards and check invoices and delivery papers;
- stock vehicles, parts and accessories and apply stock control concepts;
- calculate selling and workshop prices;

Automobile Business administrator

Occupational skills

- assist in selling vehicles;
- handle all vehicle-related services;
- prepare and arrange financing, leasing, fleet management, insurance and warranty agreements;
- sell parts and accessories;
- plan and conduct purchasing, consultative and sales meetings;
- process sales and workshop orders and draw up invoices;
- explain to customers the details of the services for which they have been invoiced;
- process warranty and goodwill orders;
- handle complaints;
- carry out accounting procedures and process payment transactions;
- invoice wages, bonuses and commissions;
- apply environmental protection regulations and provisions.

Thank You !