

## ABSTRAK

**Kartikawati.** 2026. *Pengaruh Prestasi Akademik, Prestasi, Prestasi Non Akademik, dan Bauran Promosi Terhadap Keterserapan Kerja dan Studi Lanjut Pada Peserta Didik SMK Negeri 1 Kota Madiun.* Tesis. Madiun: Program Studi Magister Pendidikan Ilmu Pengetahuan Sosial, Fakultas Pascasarjana, Universitas PGRI Madiun. Pembimbing (I) Prof. Dr. Muhammad Hanif, MM, M.Pd. (II) Prof. Dr. H. Parji, M.Pd.

**Kata kunci:** *Prestasi Akademik, Prestasi Non-akademik, Bauran Promosi, Keterserapan Kerja, Studi Lanjut*

Penelitian ini bertujuan mengetahui pengaruh prestasi akademik, prestasi non-akademik, dan bauran promosi terhadap keterserapan kerja dan studi lanjut peserta didik SMK Negeri 1 Kota Madiun. Penelitian menggunakan pendekatan kuantitatif menggunakan regresi logistik biner, kemudian diperdalam melalui wawancara kualitatif kepada alumni, pihak sekolah, dan dunia kerja. Data tracer study tahun 2023–2024 menunjukkan proporsi lulusan yang bekerja sebesar 70,1%, melanjutkan studi 16,8%, dan berwirausaha 12,6%. Hasil analisis menunjukkan bahwa prestasi akademik berpengaruh terbatas terhadap keterserapan kerja namun berpengaruh signifikan terhadap motivasi studi lanjut. Prestasi non-akademik terbukti menjadi faktor paling dominan dalam keterserapan kerja, terutama melalui penguasaan soft skills dan sertifikasi kompetensi. Bauran promosi melalui media digital sekolah juga terbukti berpengaruh signifikan dalam mempercepat transisi lulusan, baik ke dunia kerja maupun pendidikan lanjut. Temuan kualitatif memperkuat hasil kuantitatif dengan mengungkap peran soft skills, jejaring alumni, dan strategi komunikasi Bursa Kerja Khusus dalam proses transisi tersebut. Penelitian ini merekomendasikan penguatan program non-akademik dan optimalisasi bauran promosi sebagai strategi peningkatan keterserapan lulusan SMK.

## ABSTRACT

**Kartikawati.** 2026. *The Influence of Academic Achievement, Non-Academic Achievement, and Promotion Mix on Employment and Further Study Outcomes for Students at SMK Negeri 1 Kota Madiun City*. Thesis. Madiun: Master's Program in Social Studies Education, Graduate School, Universitas PGRI Madiun. Supervisors: (I) Prof. Dr. Muhammad Hanif, MM, M.Pd.; (II) Prof. Dr. H. Parji, M.Pd.

**Keywords:** Academic Achievement, Non-Academic Achievement, Promotion Mix, Employment, Further Study.

This study aims to determine the influence of academic achievement, non-academic achievement, and the promotional mix on the workforce absorption and pursuit of further studies among students from SMK Negeri 1 Kota Madiun City. The research employs a quantitative approach using binary logistic regression, supplemented by qualitative interviews with alumni, school representatives, and industry stakeholders. Tracer study data from 2023–2024 indicate that 70.1% of graduates entered the workforce, 16.8% pursued further studies, and 12.6% became entrepreneurs. The analysis reveals that academic achievement has a limited impact on workforce absorption but significantly influences the motivation to pursue further studies. Non-academic achievement proved to be the most dominant factor in workforce absorption, particularly through the mastery of soft skills and competency certifications. The promotional mix, utilizing the school's digital media, also significantly accelerated graduates' transitions into both the workforce and higher education. Qualitative findings reinforce the quantitative results by highlighting the roles of soft skills, alumni networks, and the communication strategies of the Special Job Exchange (Bursa Kerja Khusus) in this transition process. The study recommends strengthening non-academic programs and optimizing the promotional mix as strategies to enhance the workforce absorption of vocational high school (SMK) graduates.