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Evaluation of the Implementation of Competency Certification Tests for Students in the Multimedia Expertise Program by LSP-P1 at SMK Negeri 40 Jakarta Using the CIPP Evaluation Model

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Abstract
This study aims to evaluate the implementation of competency certification tests for students in the multimedia expertise program at SMK Negeri 40 Jakarta, using the CIPP evaluation model (Context, Input, Process, Product, Outcome). The research employs both descriptive quantitative and qualitative approaches, involving data collection through questionnaires, interviews, and observations. The respondents include students, assessors, and other stakeholders. The findings indicate that the implementation of competency certification tests at SMK Negeri 40 Jakarta faces several challenges. In terms of context, there is alignment between the program's objectives and industry needs; however, there is still room for improvement. Regarding input, the quality of human resources and infrastructure is considered adequate, although some facilities require enhancement. The process of implementing the certification tests shows that the procedures applied are appropriate, but supervision needs to be strengthened. Concerning the product, the certification test results indicate a good graduation rate, but the documentation of results requires improvement. Finally, from the outcome perspective, this program provides significant benefits for students, although the long-term impact on graduates' careers still needs further investigation. In conclusion, while the implementation of competency certification tests at SMK Negeri 40 Jakarta is progressing well, several aspects still require improvement to enhance the effectiveness and relevance of the program in meeting labor market needs. Recommendations for improvement are suggested to further optimize this program.

Keywords: *Evaluation, CIPPO, Competency Certification Test, Vocational High School (SMK)*

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INTRODUCTION
In the era of globalization and rapid technological advancement, the workforce increasingly demands skilled and competitive labor. Vocational High Schools (SMK) play a strategic role in preparing graduates to face these challenges through the Competency Certification Program. This program aims to assess students' abilities in accordance with established competency standards, enabling graduates to meet the dynamic needs of the job market.

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However, the implementation of competency certification tests in vocational schools still faces various challenges. Many vocational schools have not successfully implemented programs that provide adequate knowledge and skills to students. Additionally, there is a mismatch between the competencies being tested and the needs of the industry, as well as often inadequate supporting documentation, which hinders graduates from obtaining jobs that align with their skills. This phenomenon is reflected in the high unemployment rate among SMK graduates, indicating a gap between the competencies possessed by graduates and the demands of the job market.

This study aims to evaluate the implementation of competency certification tests at SMK Negeri 40 Jakarta using the CIPP evaluation model (Context, Input, Process, Product, Outcome). This model is expected to provide a comprehensive overview of the effectiveness of the competency certification program and identify aspects that need improvement to enhance the quality of graduates and their competitiveness in the job market. Thus, this research is anticipated to contribute to efforts to improve the relevance of vocational education to industry needs and reduce unemployment rates among SMK graduates.

Methodology

This study adopts an evaluation design using the Context, Input, Process, Product, and Outcome (CIPPO) approach to assess the implementation of the competency certification program at SMK Negeri 40 Jakarta, specifically in the multimedia expertise program. This research design was chosen because it provides a comprehensive overview of the program's effectiveness and its impact on students and the industry. The methods employed include descriptive quantitative and qualitative approaches, allowing the researcher to collect comprehensive and in-depth data. The research population consists of all documents and school members involved in the certification tests, while the sample is taken through purposive sampling from students who have participated in the certification tests, ensuring that the data obtained can represent the existing conditions.

The unit of analysis in this study includes individual students who take the competency certification exam and the assessors involved in the process. Data is collected through several techniques, including questionnaires designed with a Likert scale to measure various aspects of the CIPPO components, observations to gather contextual information about the implementation of the certification, in-depth interviews with students and assessors to explore their views and experiences, and document studies that include reports on certification test results and policies underlying the implementation of certification. The use of questionnaires allows the researcher to collect quantitative data that can be statistically analyzed, while observations and interviews provide deeper qualitative insights into the program's implementation.

Data analysis is conducted descriptively to illustrate the results of the collected questionnaires, as well as qualitative analysis to identify key themes from the interviews and observations. Data triangulation is used as a method to enhance the accuracy and validity of the findings by combining data from various sources to provide a more holistic view of the implementation of the competency certification tests. The research results are expected to provide constructive recommendations for improving the certification program in the future, as well as a comprehensive overview of the effectiveness of the competency certification tests. Thus, this study not only contributes to the development of educational policies at SMK Negeri 40 Jakarta but also offers valuable insights for stakeholders in the related industry regarding the readiness and competencies of graduates in facing the challenges of the job market.

Results and Discussion

Context. This study finds that the competency certification program at SMK Negeri 40 Jakarta has been designed to meet industry needs and the demands for multimedia graduate development. Needs analysis indicates that the program's objectives align with the expectations of the business world, which seeks graduates who are job-ready and possess relevant skills. However, there are challenges to be faced, such as physical environmental conditions that sometimes do not support the optimal implementation of the program, as well as a school culture that needs to better support this initiative.

Input. In terms of human resources, the quality of assessors involved in the implementation of the competency certification tests is considered quite good. However, there is an urgent need to enhance the competencies of assessors so that they can meet the established standards and provide more effective guidance to students. Additionally, the facilities available for practical training are deemed adequate,

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but this study recommends updates and additions to practical tools to support more effective learning that is relevant to current technological developments.

Process. The process of implementing the competency certification tests at SMK Negeri 40 Jakarta follows the established procedures. However, this study identifies several constraints, particularly regarding supervision and time management during the testing process. Student involvement during the competency testing process shows positive results, but there is still room to improve their motivation and understanding of the importance of competency certification as preparation for entering the workforce.

Product. The results of the certification tests indicate a relatively high graduation rate among students; however, some participants have not yet achieved the expected competencies. Documentation of the certification test results needs improvement to provide a clearer picture of student achievements, so it can serve as a valid reference for industry stakeholders. The certificates issued are in accordance with the established standards, but the certificate issuance system needs to be more transparent so that graduates can easily demonstrate their competencies to potential employers.

Outcome. The competency certification program has a positive impact on students, increasing their job opportunities and readiness to enter the industrial world. However, challenges in the absorption of graduates in the job market remain a concern, given the existing gap between the competencies possessed by graduates and the needs of the industry. This program also contributes to the development of human resources in the industrial sector, but closer collaboration between schools and the business world is needed to ensure that the competencies taught are relevant to market needs.

Conclusion

Overall, this study indicates that the implementation of competency certification tests at SMK Negeri 40 Jakarta has been carried out effectively; however, there are still several aspects that need improvement. Recommendations for enhancement include improving the quality of assessors through ongoing training, updating facilities to support better practical training, and strengthening collaboration with industry to enhance the program's relevance. The findings of this study are expected to serve as a reference for policymakers and relevant stakeholders in efforts to improve and develop the competency certification program in the future.

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