

ABSTRACT

The formation of the Asean Economic Community, it needs to be an increase in the quality of human resources in Indonesia. One way of doing this is by following a training and certification program. Telkom Professional Certification Center (TPCC) is an institution that provides the training and certification of various international standard training program. One of the study program is Creative Multimedia Professional (CMP). Over the last three years, the courses have the most number of students is CMP. However the number of students each year do not meet targets and decreasing every year.

This study aims to determine the positioning TPCC through study program CMP among the competitors in the field of multimedia in the area of Bandung and Jabodetabek. In this study using Multi Dimensional Scalling method that will produce perceptual map. Positioning training and certification institutes based on five variables Eduqual (learning outcomes, responsiveness, Infrastructures, personality development, Academics) described again resulting in 13 attributes that are involved in this research, the ease in getting a job after graduation in the field of multimedia, qualified graduates (have recognition national / international certification), graduates have the capability appropriate with the job requirements in the field of multimedia, all student's complaints are responded by the supporting staff, information that related to teaching and learning activities is presented clearly, ease students to say their complaints to the supporting staff, ease students to consult to the instructors, completeness academic facilities that support teaching and learning activities, especially in the field of multimedia (ex: laboratories, classrooms, computers, etc.), completeness of non-academics facilities are provided (ex: sports field, ATM, parking area, etc.), recognition of student achievement (ex: scholarship, certificate / plaque), learning activities that provided to support for improving softskills possessed by students (ex: through lab activities can improve student's softskills), training material that provided has been appropriate with the needs of industry in the field of multimedia and variety of learning activities (ex: public lectures, workshop, internships, etc.). Through the resulting perceptual map can be known the advantages and disadvantages of attributes possessed by the TPCC. Based on the results of a perceptual map is known that the closest competitor of TPCC through study program CMP is Binus Center. Both training and certification institute is located in the same quadrant / region of competition.

Recommendations proposed in this study based on the attributes of weakness TPCC but those attributes will support the objectives of TPCC. The proposed recommendations, international level certification clearly communicated to the consumer, in order to be an attraction compared to competitors (ex: tagline), provides specialized consulting programs that can be done by all of students to their instructors which related about material, completing the presentation facilities

in each class (projector, speaker), increase the bandwidth capacity of at least 5 (five) Kbps / student, make some program activities outside the academic activities of students to increase their soft skills (example: create an activity committee, community related to the field of multimedia) recognized by the TPCC, cooperation with related companies, especially in the field of multimedia content in the preparation of training materials needed, and Adding to the variety of learning activities such as workshop/ lecture inviting practitioners / expert in the field of multimedia, company visit to a company that involves multimedia capabilities.

Keywords: Positioning, Perceptual Map, Multi Dimensional Scalling, Training and Certification Institute