**ABSTRAK**

H. SYAMSU RIJAL, 2013. Kebijakan Sertifikasi Kompetensi Tenaga Kerja Bidang Pariwisata (Studi Evaluasi Implementasi Kebijakan Sertifikasi Kompetensi Berdasarkan Pendekatan *Institutional Analysis and Development* (IAD) *Framework* Pada LSP Pariwisata di Makassar)

(dibimbing oleh H.Amir Imbaruddin, H. Haedar Akib, dan H. Hamzah Upu).

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan tujuan kebijakan sertifikasi kompetensi tenaga kerja; efektivitas implementasi kebijakan sertifikasi kompetensi; dan mengembangkan desain model pelaksanaan uji kompetensi yang lebih efektif pada LSP Pariwisata Makassar

Penelitian ini merupakan penelitian evaluatif dengan desain penelitian dan pengembangan (*Research & Development*). Pengumpulan data dilakukan melalui observasi, wawancara, *Focus Group Discussion (FGD)*, dan dokumentasi. Produk yang diharapkan dari penelitian ini adalah model pelaksanaan uji kompetensi berbasis industry yang valid dan efisien. Subyek penelitian ini sebanyak 45 orang peserta uji kompetensi, 10 orang asesor mitra, 8 orang asesor penilai. Pendekatan evaluasi yang digunakan adalah *Institutional Analysis and Development (IAD) Framework*. Pengembangan perangkat yang digunakan adalah modifikasi dan adaptasi Model 4-D Thiagajaran melalui empat tahap pengembangan yaitu *Define*, *Design*, *Develop* , dan *Disseminate*. Pada tahap *Define* dan *Design* dihasilkan rancangan awal perangkat, prototipe-1.Selanjutnya pada tahap *Develop* dilakukan validasi ahli dan praktisi serta dikembangkan menjadi prototipe-2 dan prototipe-3 sebagai rekomendasi model. Pada tahapan *Disseminate*, dilakukan sosialisasi model kepada 303 orang calon asesor kompetensi.

Hasil penelitian ini menunjukkan: *Pertama*, tujuan dari kebijakan sertifikasi kompetensi bagi tenaga kerja bidang pariwisata tidak tercapai karena kebijakan yang dibuat pada *policy level, organizational level* dan *operational level* terintegrasi dan berjalan sendiri-sendiri; *Kedua*, hasil evaluasi implementasi kebijakan sertifikasi menunjukkan bahwa diperlukan model pelaksanaan uji kompetensi yang lebih efektif dalam *action arena* untuk mencapai tujuan kebijakan sertifikasi ; dan *Ketiga*, model pelaksanaan uji kompetensi yang lebih efektif dalam pelaksanaan sertifikasi adalah rekomendasi temuan dalam penelitian ini yaitu **SyAM Model** (*Synchronize Assessment Model*). yang terdiri dari komponen ***Standardize, Integrate, Develop, Analysis,*** dan ***Recognize***. Model ini terbukti lebih valid dan efektif dalam Pelaksanaan Uji Kompetensi.

**ABSTRACT**

H. SYAMSU RIJAL, 2013. Competency Certification Policies of Tourism Workforce (Evaluation Study of the Implementation of Competency Certification Policies Employing Institutional Analysis and Development (IAD) Framework Approach at a Tourism Profession Certification Body in Makassar)

(Supervised by H.Amir Imbaruddin, H. Haedar Akib, and H. Hamzah Upu).

The study aimed to analyze and describe the objectives of competency certification policies for workforce; the effectiveness of the implementation of competency certification policies; and to develop a designed model to implement more effective competency certification at a Tourism Profession Certification Body.

The study was an evaluative research using Research and Development design. Data collection was conducted through observation, interview, Focus Group Discussion, and documentation. The subject of this research included 45 participants of assessment/assessees, 10 lead assessors, 8 competency assessors. Evaluative approach used in the study was the Institutional Analysis and Development (IAD) Framework. The instrumentation was developed by modifying and adapting the Thiagajaran’s 4-D model through four stages of development including Define, Design, Develop and Disseminate. The initial design of prototype-1 was produced in the Define and Design stages. Next, in the Develop stage validation was conducted by experts and practitioners in order to produce prototype-2 and prototype-3 which developed into a recommended model. In the Disseminate stage, the model was socialized to 303 candidates of competency assessors.

The results of the research showed that: Firstly, the objectives of competency certification for tourism workforce are to assure the improvement of product and service quality and tourism management. The established policies in terms of policy level, organizational level and operational level were adequately available. However, the policies were not well integrated and were partially implemented; Secondly, the evaluation results of the policies indicated that a more effective model of competency assessment implementation is highly required in action arena in order to achieve the objectives of certification policies; and thirdly, a model of the implementation of competency assessment which is more effective have become the recommended findings in this research called SyAM Model (*Synchronize Assessment Model*) comprising of components of ***Standardize, Integrate, Develop, Analysis, and Recognize***. This model has been proved to be more valid and effective in the implementation of competency assessment.