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ABSTRACT

One of the challenges faced by Indonesian government in the future is to create human resource that has capability and competitiveness. This study is focused on studying the competency of college graduates that gather many attentions in the case of link and match concept with business world. This writing is aimed to discuss the users' hopes and judgement on hard skill and soft skill competency from economic degree who works at their companies. The study was conducted on various companies in Central Java that employ economic degree's graduates. The result shows that there is a gap between the user's hopes and actual competency on the field. The gap is found mainly in the soft skill and hard skill competency. In overcoming the gap in the future, one of the alternative solutions is the need of continuous communication, cooperation and coordination between university and users from the business world. Those will result in curriculum and teaching-learning process so that the university will create the graduate that will match the needs of business world.

Keywords: Competition, Hardskill, Softskill, Graduates.