



# The Level of Knowledge and Skills of Students of the Beauty Education Program in the Agility Program to Meet the Needs of The Beauty Industry

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## ABSTRACT

The purpose of this study was to find the level of knowledge and skills of Beauty Education study program students in the PRIGEL program in meeting the needs of the salon industry. PRIGEL is an implementation program of the Merdeka Learning Campus Merdeka curriculum at Semarang State University in the form of an internship conducted in the industry for 1 semester. The research was conducted on students of the Beauty Styling Education Study Program who became apprentices at "Lie Kuang" Education in 2022. The results showed that the level of knowledge and skills of PRIGEL students in meeting the needs of the beauty industry was in the good category. The application of procedures carried out includes consultation, preparation of tools, determination of cosmetics, carrying out the treatment process needs to be done properly so that the end result can satisfy the client, and good communication after treatment will have a good impact and reduce hair damage, in addition to training skills this study proves that by participating in the PRIGEL program the soft skills of students increase.

**Keywords:** *Knowledge 1, skills 2, beauty industry needs 3.*

## 1. INTRODUCTION

The development of quality human resources has a very important role to improve the world economy and reduce poverty levels, for stronger competition in the field of labor, the quality of the workforce produced must meet the standard needs and demands of the business world and the industrial world [1]. Intelligent and high-quality human resources, namely from knowledge and mastery of expertise or skills and also good soft skills are needed to overcome these problems [2]. Higher Education as a producer of competent and qualified human resources is the party responsible for preparing human resources who are ready to compete. In addition to the theory and knowledge gained by students during college, field experience will also help students who are used as provisions in the future [3].

The Beauty Education Study Program as a producer of educators and beauty experts covering the fields of hair, body and skin care, hair styling, makeup, hand and

foot nail care, improves the curriculum to improve the abilities, knowledge and skills of graduates. One of them is by holding an internship which is carried out in the PRIGEL program. The most important aspect of the internship program is to prepare the professional competence of prospective educators [4] who can provide direct experience during the learning process [5]. PRIGEL is an activity program that can be followed by students for 1 semester in the form of an internship program that is accelerated by well-designed learning experiences that provide challenges and opportunities to develop creativity, capacity, personality, and student needs, as well as develop independence in seeking and finding knowledge through reality and field dynamics. UNNES PRIGEL is taken from the word "Prigel" from the Javanese language which means capable or skill full and contains abbreviated word elements from principles that have philosophical meaning. PRIGEL stands for Passionate (P), Receptive (R), Innovative (I), Goal-Oriented (G), Embrace (E), and Leading-Edge (L). In

detail, the explanation of each term is as follows: Passionate (P) "having very strong feelings or emotions toward the activities" which means that in the implementation of internship-related activities students must have strong enthusiasm and intention. The Passionate principle is needed by UNNES Alumni in facing the world of work after graduation. Receptive (R) "willing to listen to and accept new ideas and suggestions" which means that in the implementation of internship activities, openness is needed in listening to and accepting ideas and suggestions which of course this will make UNNES students a dynamic and open person in accepting the times. Innovative (I) "using new methods or ideas" which means that in the internship activities carried out there will be many new methods and ideas found and applied which are needed by students to continue to be able to develop and make UNNES proud both in the national and international arena. Goal-Oriented (G) "works hard to achieve good results in the tasks that they have been given" which shows that internship activities provide learning that achieving good results requires a spirit of hard work. This is linear with UNNES' role in producing graduates who have a strong and resilient work ethic. Embrace (E) "to accept something enthusiastically" which means in the implementation of the internship program must always be enthusiastic in accepting new things in life. This principle will shape the character of UNNES students to always be interested in learning new things and never stop in studying. Leading-Edge (L) "at the most advanced position in an area of activity" which means internship activities encourage students to always be at the forefront in all aspects of life activities. This principle stimulates UNNES students to always do their best and not give up easily in facing everything in real life.

PRIGEL Beauty Education students are carried out in companies related to the study program. The beauty industry includes: beauty and hair salons, bridal makeup studios, SPA resorts, TV stations, cosmetics industry and production houses. The implementation of PRIGEL begins with a cooperation agreement with the company. However, to fulfill the human resources expected by the company and the beauty industry to be ready to work and face various challenges is not easy. Support from the industry for the implementation of internships is needed so that there is good cooperation from the world of education and the industrial world [6][7][8]. One of the beauty industries that provides a place for internship students is "Lie Kuang" Education which is equipped with facilities and expert educators in their fields to educate participants. During the PRIGEL program, students learn in theory and practice applying skills in the field of hair and skin beauty including hair wash, blow dry, cream bath, smoothing, perming, coloring, manicure, and pedicure. This study aims to determine the level of achievement of knowledge and skills during

the PRIGEL program at "Lie Kuang" Education to meet the needs of the beauty salon industry.

## 2. LITERATURE REVIEW

### 2.1 *The Importance of an Internship Program in Beauty Education*

Internship programs have long been recognized as an effective tool in connecting education with industry needs. That students who participate in internship programs have the opportunity to apply the theories they learn in the classroom in a real-life context. This helps them understand industry dynamics better [9]

That internship programs provide students with the opportunity to develop practical skills that are essential for adapting to changing technologies and trends in the beauty industry. This includes skills such as skincare, makeup, cosmetology, and the latest technology in beauty care [10].

### 2.2 *Knowledge and Skills of Students in the Internship Program*

A study conducted showed that students who participated in an internship program tend to have a more in-depth knowledge of beauty processes and products. They also develop communication and customer service skills that are necessary in this industry [11]

However, it is important to note that the effectiveness of internship programs may vary depending on the curriculum and approach used. Internship programs that are well-structured and well-integrated in the educational curriculum tend to produce students who are better prepared to face industry challenges [12].

### 2.3 *PRIGEL Program as a Solution*

The PRIGEL program is an innovation in beauty education that combines an apprenticeship program with formal education. This program has proven its success in increasing the level of knowledge and skills of beauty education study program students. The integration of the apprenticeship program with an educational curriculum that is tailored to the needs of the industry is the main characteristic of a successful PRIGEL.

## 3. REASERCH METHOS

This study is quantitative descriptive research. The research was conducted on 10 students of the beauty Education Study program, Faculty of Engineering, negeri University Semarang who carried out the agility program during March-June 2022 at "Lie Kuang" Education. collection techniques through tests and performance practices. Analysis was done descriptively.

**Table 1.** Criteria for evaluating test results at “Lie Kuang” Education

No	Score Range	Grade	Criteria
1	91 - 100	A	Very good
2	81 - 90	B	Good
3	71 - 80	C	Pretty good
4	61 - 70	D	Not good
5	0 - 60	E	Not pass

#### 4. RESULTS AND DISCUSSION

The results of the student's knowledge and skills test during the agility course at “Lie Kuang” Education are as follows:

**Tabel 2.** The results of theoretical and practical tests in the field of hair washing and blow drying

No	Respondent	Grade	Criteria
1	A	75	Pretty good
2	B	83	Good
3	C	88	Good
4	D	78	Pretty good
5	E	85	Good
6	F	75	Pretty good
7	G	81	Good
8	H	72	Pretty good
9	I	95	Very good
10	J	81	Good

Internship is an activity that must be carried out by students because it is part of the Field Work Practice (PKL) course that must be taken. PKL which is realized in working in a company as a student activity to gain work experience before entering the real world of work. The PRIGEL program recognitions PKL courses and other study program courses that are tailored to the field of work in the PRIGEL place. Through PRIGEL, it can also improve students' soft skills and hard skills as well as a place to implement the knowledge that has been received in the classroom to be applied directly in the real world of work in accordance with their respective study programs[13] The implementation of PRIGEL is carried out with the aim of developing insight into the work environment, applying an attitude of discipline, cooperation, professionalism and work skills in order to become a quality workforce and ready to compete. With PRIGEL, students are ready and superior because they have enough provisions and knowledge to enter the world of work. PRIGEL is one form of systematic and synchronous implementation between educational

programs in higher education and mastery of expertise programs obtained through direct work activities in the world of work. In addition to the business world, PRIGEL can provide benefits for universities, because expertise that is not taught on campus can be obtained in the business world. The existence of Field Work Practices (PKL) can improve the quality and relevance of Higher Education which can be directed to develop a stable system between the world of education and the business world.

Based on the results of research on the theory and practice of washing hair and blow drying is 81.35. This means that the level of knowledge and skills of washing hair and blowdrying students is good. The skills shown are the practice of providing consultation to clients. This consultation intends to ask the client's wishes and then provide suggestions to the client based on the condition of the client's hair and scalp, as well as to determine the appropriate tools, materials and cosmetics, but theoretically it still needs to be improved. The salon industry requires personnel who are skilled in holding combs and hairdryers when blow drying, as this skill is the basis that determines the next process. Mastery of blow techniques is also required so that they can be applied to clients. The skill of providing consultation is needed by the salon industry because based on the results of this consultation determines the treatment process to the final result [14].

The results showed that the theory and practice of cream bath was 77.95 with good enough criteria. This shows that the knowledge and skills needed by the industry in the field of cream bath are not good and still need to be improved. Cream bath is a treatment for scalp and hair. The skills required are providing consultation to clients, how to wet hair, how to apply washing cosmetics to hair, how to rub and massage quality when shampooing, how to fold towels, applying cream bath products, massage quality in the head, back and hand areas, cleaning massage oil, tidying up the work area, and communication during treatment to clients. Cream bath if done with the correct procedure can also relieve head complaints [15].

The results showed that the theory and practice of perming showed good results of 83.2 with good criteria. This shows that the knowledge and skills required by the industry in the field of perming are good. The knowledge and skills include providing consultation to clients, preparation, completeness and cleanliness of tools, determining perming cosmetics how to apply cosmetics, how to roll rollers, checking the process of working drugs, the use of timeliness, styling, and the last is the cleanliness of the work area [16] post-perming hair care advice is very important to avoid damage to the hair [17].

The results of the theory and practice of doing the smoothing process show good results, namely 84 with

good criteria. This shows that the knowledge and skills required by the industry in the field of hair smoothing are good. The knowledge and skills include providing consultation to clients, preparation, completeness and cleanliness of tools, determining smoothing cosmetics how to apply cosmetics, how to use hair straightening tools, checking the process of working drugs, the use of timeliness, styling, and the last is the cleanliness of the work area, post-perming hair care advice is very important to avoid damage to the hair.

Knowledge and skills in the field of hair coloring showed good results. The skills required by the industry in the field of hair coloring are providing consultation to clients, preparation of tools and cosmetics, sectioning and parting hair, cleanliness of tools during the process, cleanliness of clients during the process especially on the hair line and ears, effective application techniques, even application of products, rechecking, accurate use of time, rinsing hair and final styling. Competence in the field of hair coloring is important because through this treatment it can improve one's appearance [18].

In research conducted on internships as part of the Field Work Practice (PKL) course, it was found that through the PRIGEL program, students can seek work experience before entering the real world of work. PRIGEL can also improve students' soft skills and hard skills and provide a forum for implementing the knowledge that has been received in the classroom into the real world of work in accordance with their respective study programs.

The results of this study are in line with relevant previous research. For example, That internships can improve students' abilities in the world of work and provide sufficient provisions to enter the world of work [19]. Also supports this finding by showing that internships can improve students' skills in adapting to the work environment and developing an attitude of professionalism [20].

This research also shows that PRIGEL can benefit both universities and businesses. PRIGEL can improve the quality and relevance of higher education by developing a stable system between the world of education and the business world, which shows that the existence of an internship program can improve the relationship between universities and the business world and improve the relevance of higher education to labor needs [21].

Furthermore, this study also found results related to students' knowledge and skills in hair washing and blow drying. These knowledge and skills are good, but theoretically still need to be improved. Supports these findings by showing that knowledge and skills in the field of hair care need to be improved through more intensive education and training [22].

Furthermore, the study also showed results related to knowledge and skills in the field of cream bath. This knowledge and skill still needs to be improved because

it has not reached a good level. These findings showing that knowledge and skills in scalp and hair care need to be improved through more comprehensive education and training [23].

Regarding knowledge and skills in performing perming. These knowledge and skills are good and meet good criteria, who supports these findings by showing that knowledge and skills in perming can be improved through focused education and training [24].

The results of this study implicitly indicate that the quality of higher education can be improved through the integration of the PRIGEL program that combines theory and practice in the world of work. Who stated that collaboration between universities and industry is key to improving the relevance of the curriculum to labor market demands [25].

Knowledge and skills in manicure and pedicure also showed good results. The good results show that students have met the needs of the industry which include providing consultations, making preparations, equipping and cleaning tools, filing nails, shaping nails, applying products, using cuticle pushers, demonstrating good sitting positions and using language when communicating.

## 5. CONCLUSION

In conclusion, it was found that the level of knowledge and skills of PRIGEL students in fulfilling industry needs consisting of washing hair, blow dry, cream bath, perming, smoothing, coloring, manicure and pedicure in the good category. However, it is necessary to improve the quality in implementing procedures in the salon which include consultation, preparation of tools, determination of cosmetics, performing the treatment process appropriately so that the end result can satisfy the client, as well as good communication and providing post-treatment advice.

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