

Chapter 1

1.1 Introduction

In today's highly competitive globalised world, having a university degree is no longer a golden ticket to secure a job let alone a career. Today's employee is seeking graduates who understand not only the theoretical knowledge but also have the practical skills in real-world environments. In response to this, most universities in Indonesia are now preparing their students. According to Dean, B.A. et al. (2024) as core employability strategy fostered through a collaborative effort by industry and higher education to enhance student learning is work-integrated learning (WIL). Pembangunan Jaya University is one of many universities that have applied this method, known as *Kerja Profesi* or KP. *Kerja Profesi* is compulsory for all students in their undergraduate programs. *Kerja profesi* offers students the opportunity to apply theoretical knowledge in a real professional environment. By doing this, students get to experience what it's like in the professional world and learn hands-on skills for their future careers.

Kerja Profesi offers students first-hand experience in the professional environment. By making this program compulsory, Pembangunan Jaya University encourages students to apply their theoretical knowledge to practical tasks. The *Kerja Profesi* Program is grounded and aligns with Kolb's Experiential Learning Theory, which conceptualizes learning as a cyclical process coming back to concrete experience reflective observation, reflecting abstract conceptualization and then active experimentation. The structure approach from *Kerja Profesi* will help students develop both personal and professional competencies, including professionalism, responsibility, and critical workplace skills such as problem-solving and effective communication. More than just meeting academic requirements, the KP program shows UPJ's broader vision of developing adaptive, collaborative, and work-ready graduates who can thrive in professional environments and are ready for the workforce through meaningful industry engagement. This commitment to practical experience is what makes the program so transformative and impactful in students' lives.

Nowadays, Work-Integrated Learning or WIL gained more and more attraction because it emerged in education around the 21st century connecting academic learning and genuine workplace experience. Students who enrol in internships or co-op program are able to discover their professional identity through this experience. It helps them gain practical capabilities and confidence.

Students expect to participate in experiences that enable them to develop their employability during their studies, to apply discipline learnings to authentic workplace projects, enhance knowledge of their profession and explore options for their careers (Jackson & Bridgstock, 2021). In the recent years, research by Jackson & Bidgstock (2022) shows that students who participate in WIL program, they become proactive, adaptable, and developed essential practical capabilities which are necessary in the professional workforce. More so programs like internships or project placements allow students to put what they learn in the classroom into work contexts. This holds the key to better preparing deeper understanding that classroom learning often lacks. Studies reveal that students with WIL experience report improved employability outcomes, stronger professional confidence and better-defined career directions (Rowe et al., 2024).

Work-Integrated Learning (WIL) helps develop transferable skills such as communication, teamwork, and time management. These soft skills are often cited as lacking among new graduates by employers (Whalley et al., 2024; Rana et al., 2023). In addition, the importance of work-integrated learning is evidenced and the substantial impact on students' employability is significant. Numerous studies shows that those who participate in industry placements show enhanced critical thinking and adaptive capabilities which is essential for addressing complex challenges in modern workforce (OECD, 2021; World Economic Forum, 2021). However, it seems that many students overlook these opportunities which can lead to the lack of chances of shaping their future career. Therefore, embracing Work-Integrated Learning (WIL) and or KP could be a big game changer for students who are seeking for success in their careers and personal growth. The advantages of WIL are particularly evident in precision-demanding fields like real estate, where the role of an Administration Officer is crucial. Furthermore, the administration officer ensures efficient operations.

The real estate sector in Australia is among the most dynamic industries, with immense professional exposure. The field offers an ideal setting for students seeking to gain administrative and managerial competencies, considering its diversified operations and client-facing obligations. Real estate services by themselves made an estimated contribution of around 1.6% to the Gross Domestic Product (GDP) of Australia in 2023 (Australian Bureau of Statistics [ABS], 2024). By comparison, the wider property industry, encompassing real estate services, construction, property management, and financial activities, represented around 10.6% of Australia's GDP in the 2021–22 financial year (Property Council of Australia, 2024). The importance of the industry is fuelled by such things as ongoing population expansion, urbanization, and the need for both domestic and commercial infrastructure. It is also affected by government stimuli, reduced interest rates, and investment migration. The property market, with its intricate regulatory environment, high-value transactions, and broad array of clients, keeps evolving digitally at a fast pace. The changing circumstances need a highly flexible and detail-oriented employee, particularly in the administrative field where legal document accuracy, good communication, and adherence to regulatory requirements are essential.

In the professional setting, the Administration Officer's role extends far more than clerical duties. The responsibilities of an Administration Officer are directly influences the company's operational efficiency, service quality, and financial accountability. Study from García & Weiss in 2021 supports the argument even further, it says that effective administrative practices ensure regulatory adherence, enhance service delivery, and contribute to a consistent internal workflow. These responsibilities include managing tenant correspondence, preparing internal documents, auditing property management reports, coordinating with property managers, and supporting legal compliance procedures (Isa et al., 2023). Experts noted that administrative professionals do more than just routine tasks, but they are an integral part of a company's strategic success (Australian Property Institute, 2022).

In today's fast-paced world, most of the industry relies heavily on digital platforms, which directly expands the scope of an administrative role. Real estate agencies are utilising more and more digital platforms to increase their efficiency.

Modern property management leverages cloud-based systems, digital documentation tools, and real-time communication platforms to securely manage sensitive data and streamline operations (Successive Digital, 2024; Pickspace, 2023). As a result, administrative staff now more than ever need this type of digital literacy. Studies indicate that, digital transformation in administrative activities increases productivity as well as support to organizational decision making (OECD, 2021). Recent trends highlight the critical role of technical skills and adaptability in modern administrative functions, contributing significantly to organizational resilience in competitive markets.

In the context of professional development, the author was presented with an exceptional opportunity to undertake *Kerja Profesi* at Xynergy Realty. Xynergy Realty is a prominent real estate company headquartered in Melbourne, Australia. Xynergy Realty was chosen by the author grounded on several significant factors which are, its diverse multicultural composition, expansive cross-border business activity between Australia and Indonesia, and established reputation for delivering for delivering amazing property services. This placement slightly differed from a usual internship or WIL. The Author undertook a full-time role as an Administration Officer who is actively participates and contributes in internal and daily operational in Xynergy Realty. As an Administration Officer, the author directly handled important administrative taskss and had to show professional skills while working within the structure of an international real estate company. Through this experience the author managed to understand how the company works, how each department communicate with each other and how to apply specific administrative procedures in a business setting that includes people from different cultural backgrounds.

While carrying out the *Kerja Profesi* at Xynergy Realty, the author participated in communication with the property tenants, file management of property documents, analysing monthly reports along with property maintenance, and weekly department meeting arrangements. Each of these tasks illustrates the integration of administrative functions with financial control, client servicing, and operational integrity, underscoring the importance of comprehensive internal controls in organizational efficiency and risk management. The author also worked with wide range of stakeholder including rental providers and tenants, for which a

strong interpersonal and problem-solving skills was highly needed. This role requires outstanding, effective, and clear communication skills to address inquiries and drive internal process efficiently. Apart from the previously mentioned elements, in addition to administrative scope, digital tools play a huge role in the administration duties. By understanding platform such as REA (realestate.com.au), CoreLogic, PropertyTree, and other related digital tools is expected to make the management data, documentation, and communication more efficient. The adoption of digital tools facilitates cross-departmental collaboration in real-time while ensuring the security of sensitive data. Emphasizing digital proficiency is crucial for modern administrative functions, contributing significantly to organizational resilience in competitive markets (McKinsey & Company, 2021). The *Kerja Profesi* program at Universitas Pembangunan Jaya is design to bridge academic, and theoretical knowledge with the workforce environment. With the opportunities to do *Kerja Profesi* at Xynergy Realty, the author was able to apply theoretical concepts into professional challenges which can reinforced the academic foundation while also acquiring essential workplace skills. These included communication, time management, adaptability, and digital proficiency. These qualities are increasingly sought after in the global job market (OECD, 2021; Jackson & Rowe, 2023).

The multicultural setting of the KP placement, Xynergy Realty, has taught the author about business etiquette from different cultures and to see how it shapes and effect workplace dynamic and communication styles It is quite useful for business practitioners now because of the prevailing trends in the world. Global companies use people who understand how local laws, customs, and even the way people talk affect business activities for their regions (World Economic Forum, 2021). The KP experience has provided the author these factors in real-time and their real-world navigation. This placement offered the author a better grasp of the Australian real estate market along with its industry's workings and regulations. The combination of classroom knowledge, theory, and practical engagement led the author to develop a detailed understanding of the administration of real estate services. The case showed that trust, accuracy, efficiency, and professional courtesy not only aid in internal relations, but are also extremely important for

external relationships with the rest of the property market (García & Weiss 2021; Sinambela & Harjoyo 2021).

1.2 Purpose and Objectives of the Professional Work Placement

1.2.1 Purpose of the Work Placement

1. To fulfil the academic requirement of the Kerja Profesi (KP) program at Universitas Pembangunan Jaya;
2. To observe and understand the administrative workflow within an Australian real estate company, particularly in relation to document management, communication, and internal coordination;
3. To gain insight into professional communication practices in a multicultural business environment, with an emphasis on cross-cultural understanding and responsiveness;
4. To experience how Administration Officers contribute to daily real estate operations through internal audits, reporting, correspondence, and the use of digital tools;
5. To understand how a company implements property management systems such as Domain, Property Tree, CoreLogic, Excel, Google Sheets, Trello, REA, and other related tools and or websites to support efficient and compliant business operations; and
6. To become part of an international team and learn how professional tasks are delegated, executed, and evaluated within a structured and regulated business setting.

1.2.2 Objectives of the Work Placement

1. To gain practical experience in handling tenancy-related and property management documentation, including lease agreements, rental ledgers, and routine inspection records;
2. To improve communication skills through direct and consistent interaction with tenants, Rental Providers, property managers, and internal administrative staff;

3. To learn how to accurately organize, update, and maintain internal records and administrative documentation in alignment with agency policies;
4. To develop time management and task prioritization abilities by operating under real deadlines and workflow demands in a professional administrative environment;
5. To understand how Australian real estate companies comply with tenancy laws, operational standards, and documentation requirements in their day-to-day processes; and
6. To apply theoretical knowledge gained during university study to actual administrative procedures and client-facing responsibilities within a regulated industry context.

1.3 Professional Work Placement

Kerja Profesi was undertaken role of an Administration Officer at Xynergy Realty, a real estate company based in Melbourne, Australia. Xynergy Realty is a well-known agency in Australia's real estate industry with services in managing properties, sales, and offering consulting services for investments. It is headquartered in Melbourne, CBD which makes Xynergy Realty operate in a vibrant and competitive market. Xynergy Realty adopts both the traditional and digital systems of managing properties which range from software tools like Property Tree, CoreLogic, REA (RealEstate.com.au), and other related tools.

The author choice of Xynergy Realty as the place to do *Kerja Profesi* was motivated by the strong reputation it holds in the Australian real estate market and its capability to provide a good learning environment. Known for its multicultural work culture, Xynergy Realty is also reputed for professional excellence. They are also known for their multicultural work culture and professional excellence. The agency's innovative use of management software and communication tools provides exceptional opportunity to learn the intricacies of the real estate industry. Also, Xynergy Realty provides a cordial environment which supports collaboration augmenting professional development and allowing people to work on real life projects. The company's dedication to high standards in service delivery and

operational efficiency makes it an excellent place for individuals to develop skills in administrative functions, client management, and regulatory compliance within the real estate sector.

For the author, Xynergy Realty offered a unique work placement opportunity where one could build their skills in property management, administrative documentation, and client relations. The placement also gave insight into interdepartmental collaboration and software relevant to modern property management tasks. These skills were further enhanced with the development of professional communication, time management, and flexibility, highlighting Xynergy Realty's value for a professional work placement.

1.4 Time and Schedule of the Work Placement

Kerja Profesi was officially conducted at Xynergy Realty started from January 6th to March 31st, 2025 (3 Months). According to the academical guidelines at Universitas Pembangunan Jaya (UPJ) which the students have to finished at least 400 hours, in this context, the author completed approximately 495 total work hours. The placement of the *Kerja Profesi* program was conducted in Neo Soho Residence, West Jakarta which is the offshore administrative extension from the headquarter in Melbourne, Australia. The effective working day is Monday - Friday and as for the business hours, the author operates under Melbourne Time (AEDT) which when the *Kerja Profesi* was conducted the time zone difference was 4 hours ahead of Indonesia time due to the Daylight-Saving Time. Therefore, the author worked from 05:00 to 13:30 WIB, with a one-hour break included. The total work hours of 495 allowed the author to perform and deeply involve in the company operations. From document management, communication with stake holder, property report auditing, and coordination with other departments.

The following is a timeline of activities related to the KP preparation, implementation, and reporting process:

#	Activity																						
		Dec				Jan				Feb				Mar				April				Jun	
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2
1	Created Resumea																						

	nd applied for work																			
2	Conduct first interview with Xynergy Realty HR																			
3	Conduct second interview with user at Xynergy Realty																			
4	Recieved the offering letter from Xynergy Realty																			
5	The conduct of the <i>Kerja Profesi</i> program at Xynergy Realty																			
6	First mentorin g sessions for <i>Kerja Profesi</i> Report with the Academi c Advisor																			
7	second mentorin g sessions for <i>Kerja</i>																			

5. Started from first week of January 2025 to the fourth week of March, the author conducts the *Kerja Profesi* program and was able to implement most of the theoretical and academical knowledge in the workplace.
6. On the third month of the first week of *Kerja Profesi* program, the author has done a mentoring session with the Academic Advisor. On this particular session, the author managed to clarify and got a clear outline on how to start and write the report for the first chapter.
7. Another mentoring session with the Academic Advisor was done for the second time as the author asked for feedback on chapter one and advice as the report is moving to the second chapter. This session was then conducted on the first week of April.
8. The third week of April marked the third mentoring session as the author asked for the first two chapter to be proofed read and
9. The author has been completing the report for *Kerja profesi* since the first mentoring session which is on the first week of march 2025 and was able to submitted the report on the first week of June 2025.