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## **IMPORTANCE-PERFORMANCE ANALYSIS ON WORK BASED LEARNING AND DIGITAL LITERACY OF TOURISM STUDENTS IN COPING WITH THE ERA OF INDUSTRY 4.0**

Ratna<sup>a</sup>, WindraAini<sup>b</sup>, BuntuMarannuEppang<sup>c</sup>

<sup>abc</sup>Makassar Tourism Polytechnic, Makassar, Indonesia.

*Corresponding Email:* [ratna.poltekpar@gmail.com](mailto:ratna.poltekpar@gmail.com)

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### **Abstract**

Industrial Revolution 4.0 brings a lot of changes of the working environment and we tend to be dependent of the technological and digital advancement. Employees should also master digital literacy and thus vocational institutions that create quality of employment should also prepare their students to become professionals through work based learning. This study investigated the level of work based learning and digital literacy of tourism students in an Indonesian tourism vocational institution. The study utilizes the quantitative approach using importance-performance analysis where there are 4 quadrants which should be looked at. Items of the questionnaire were developed using theory of life skills 4Hs and digital literacy. The data was collected from 260 students who have conducted internship program and they were selected purposely. The results show that there is high priority to develop skills of students in making structured plan, applying healthy life and control physical or mental strain and pressure (Quadrant A/high priority). There is also a need to increase the capability of students in mastering digital literacy as all items of digital literacy are counted in quadrant C (low priority).

**Keywords:** Industrial Revolution 4.0, digital literacy, life skills 4Hs, work based learning, Internship.

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