



**“ANALYSIS OF EMPLOYER REQUIREMENT TOWARDS GRADUATES
BASED ON LOCAL NEWSPAPER
(BERITA HARIAN, UTUSAN MALAYSIA, THE STAR & NEW STRAITS TIMES)”**

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ABSTRACT

This study is about an analysis of employer requirement towards graduates based on local newspaper which is Berita Harian, Utusan Malaysia, The star and New Straits Times. Researches use those newspapers in order to analyze the employment advertisement that appear on Saturday from the month of February until April 2013. The analysis will focus on seven characteristics which were skills, experience, academic course, language, academic qualification, industry and job category. This employment advertisement will help to reveal the trend in the current job market. The major finding of this study shows that the skills that most popular in current job market are communication, interpersonal, computer, and analytical skills. Next, employer nowadays more preferred to hire applicant that has an experience for 2 years until 5 years and not less than 2 years. In terms of courses, the most popular are mechanical engineering, business and management, and civil engineering. For language, job seekers nowadays must have the ability to speak and writing in Bahasa Melayu and Bahasa Inggeris with fluently. Then, degree, diploma and SPM qualification has the top ranking in current job market compare to other academic qualification. Besides that, industries that most dominant in offering new job vacancy are manufacturing and services. Last characteristic is job category where the result shows that manager, assistant manager, executive and engineer are frequently being advertised for job vacancy.

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