

# YOGA AS A BUSINESS OPPORTUNITY AND CHOICE OF PROFESSION HIGH SCHOOL GRADUATES THE HINDU MATARAM PUDJA GDE LAND ON THE ISLAND OF LOMBOK

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## **ABSTRACT**

*Many yoga skills needed by the institution of formal, non formal and individually to do yoga privat scattered on the island of Lombok. Activities train yoga by yoga instructor graduates STAHN Gde Pudja Mataram. Graduates who became a yoga instructor or opening yoga business has yet to response properly, it is necessary a search about the election background material, and material profession yoga needed to be able to train properly. So synergy between the needs of instructors with the material presented in the lecture. It is important for a course of study or educational institution to find out the extent to which the relevance of the profile of graduates with the absorption of the world of work. Based on the background then examined why STAHN Gde Pudja Mataram graduates choosing a yoga instructor as a profession? and what about the prospects of graduates of STAHN Gde Mataram Pudja to open a business or become a yoga instructor on the island of Lombok?. This research is qualitative research design the research field. approach to the theory that are relevant to research. The theories are: theory of incentives, learning theory of R-Gagne and Neoclassical theory of economic growth. The technique of data collection by observation, interview and documentation.*

*From the results of the analysis and discussion of research it can be concluded the following: background Graduates STAHN Gde Pudja Mataram chose profession Yoga instructor, among others: (1) have the expertise of Yoga; (2) Yoga instructor has enough income; (3) the channeling of customs doing yoga; and (4) as a side Job. Prospects Graduate STAHN Gde Mataram Pudja to open a business or become a yoga instructor in Lombok island because the following things, (1) the rise of social media featuring yoga, (2) Hotels on Lombok island began to add facilities with yoga program; (3) a healthy lifestyle began to develop on the island of Lombok; (4) Lombok are more advanced, causing society seeking peace of saturated with the world of work; and (5) the existence of the institution began adding extra school Activities with Yoga.*

**Keywords: Yoga, Instructors, Graduates**

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## **A. INTRODUCTION**

Becoming a graduate is not the end of a student's hard work, it is actually the first step to pursue a better future. Every student is sure to have a good and promising career in the future. By achieving a career that they dream of, it is hoped that it will become a way for

them to get what they want in the future. This is the reason why students are required to do their best business while they are still in the lecture bench and motivate themselves to become individuals who are ready to face the

intense competition and the many challenges in the world of work.

Education is a strategic step in meeting challenges globalization, because education will determine the quality of resources people of a nation. Therefore, education cannot be implemented in a short time but must be intensive and sustainable, so that human resources can be made able to compete with challenges in various aspects and zaman.

Ideally, education must be relevant to the absorption of the world of work this time. In the *Economia* Issue 1, April 2012, Muhson et al. (2012: 47) describes: An institution of higher education is said to be relevant if all or at least most of its graduates can be quickly absorbed by jobs that are in line with their fields and ranking in rank, both at the local, national and international levels. Of course the level of absorption by these jobs is very dependent on quality graduates, who are awakened from the high integration of elements of skills, knowledge and abilities of the graduates themselves.

An educational institution has important roles and influences during learning process in creating quality graduates. For realizing these national functions and goals, educational institutions must able to give birth to potential human resources in accordance with the objectives education, including the absorption of the world of work. Institution education like a university is an institution education in charge of producing labor in accordance with needs in society. This means that Higher Education is a source of labor can be used by organizations or companies to fill positions in the field according to his education.

Since its establishment, graduates of STAHN Gde Pudja Mataram have been active in the world of work, both in government and private institutions. Every college graduate hopes to be able to practice the knowledge and skills that have been obtained during the study

as one of the choices for profession. In reality there are three choices that are likely to be the choice of college graduates after completing their studies. First, being an employee or employee of a private company, a State-Owned Enterprise or a Public Servant. Second, the possibility of becoming intellectual unemployed because of the difficulty or fierce competition or the diminishing number of jobs in accordance with their background. Third, open your own business (entrepreneurship) in the field of business in accordance with the science and technology obtained during studies in college.

However, of the three possibilities, the third possibility is the most likely alternative option and is open to every graduate of Higher Education. This is because the first choice of being a government employee or a private company is increasingly difficult because of the large number of competitions between graduates, both one campus and the other campus graduates. Therefore the choice for entrepreneurship or self-employment is a very appropriate and logical choice, because greater opportunities to succeed. Entrepreneurship and self-employment are government programs that are being promoted in the acceleration of the creation of strong small and medium-sized entrepreneurs based on science and technology. The skills of the graduates of Pudja Mataram's STAHN Gde are owned because in the existing curriculum, the university's characterization curriculum has subjects that support these skills. The courses included the Hindu Event Study Program, Yoga Course. In addition to the curriculum, there are also activities that support student skills by forming student activity units, such as UKM Upakara, UKM Yoga, UKM Tari, UKM Tabuh, UKM Dharmagita and so on. Because there are many extracurricular skills or activities or even included in lecture material, such as sarati banten, sloka, dancing, metabuh and yoga. With the entry in the curriculum and the existence of supportive activity units,

students have other skills (supporting skills) in addition to the main skills contained in the profile of each Study Program. These supporting skills, from initial observations can be seen directly in the community and earn income. This is also evident when students do real work classes (KKN), many people at the KKN location ask for the program to be run. One of the student skills that many people demand is in the field of yoga.

Yoga skills are often requested by formal, non-formal or family institutions to carry out private yoga on the island of Lombok. Activities to practice yoga are mostly carried out by yoga instructors graduating from STAHN Gde Pudja Mataram. Graduates who become yoga instructors or open a yoga business have not been well recorded, this requires a search of the background of the profession, and the material of yoga materials needed to train well. So that there is a synergy between the instructor's needs and the material presented in college.

## **II. DISCUSSION**

### **2.1 Prospect STAHN Gde Pudja Mataram Graduates to Open a Business or Become a Yoga Instructor on Lombok Island**

Graduates of STAHN Gde Pudja Mataram have learned both theory and practice. Many practice activities are carried out during lectures either in the form of courses or as extracurricular activities that are included in the student activity unit. Skill possessed depends on the willingness to develop himself during college. If students want to develop themselves well, at least one student has a favorite skill such as dancing, metabuh, dressing, making upakara, yoga. Students who have good skills then do not need to wait for a call from the workplace, but are able to open a business to establish themselves in a controlled field. One business prospect that is likely to be developed is in the field of yoga. Yoga is one of the business opportunities to be opened on

Lombok Island due to the following things: First, the rise of social media displays yoga, Secondly, Hotels on the island of Lombok start to add facilities with yoga programs; Third, a healthy lifestyle begins to develop on Lombok Island; Fourth, Lombok, which is progressing, has caused people to seek peace that is saturated with the world of work; Fifth, the existence of Educational Institutions began to add extra schools with Yoga Activities.

#### **1. The rise of social media displays yoga**

Today's society is very active in using social media through their gadgets and cellphones. Social media as a lifestyle causes people to display things that show their quality. The skill to do yoga poses is one of the things that can be shown to social media. the ability to process the body that cannot be done by everyone.

The ability that people want to show causes people to become acquainted with yoga and want to do the same pose, as stated by yaga instructors who stated that there were many requests from the community to force themselves to do the pose. This also needs to be taught by instructors with various methods. With the many poses that are disseminated through social media, the number of yoga participants increases. Yoga helps develop positive self-esteem, body image and self-image that is more comfortable and realistic. This feels very much needed in a world full of images.

Yoga exercises create physical, mental and emotional beliefs and stability. The body becomes stronger and agile. The mind starts listening to the needs of the body and fosters mind-body relationships. Confidence and confidence grow. The voice of the soul is rebuilt. Understanding of emotional conditions becomes deeper. The need to overcome emotions by eating as much as possible, or even allowing the body to starve, begins to disappear. Listening to the soul, begins to respond to

signals from within and starts consuming nutritious food when hungry and will have a positive impact on overall health. Yoga builds patience, tolerance, love, and forgiveness so as to improve relationships with family, friends, coworkers, and others.

2. Hotels on the island of Lombok are starting to add facilities with a yoga program

With the increase in the number of tourist visits in Lombok, several hotels have opened yoga programs. many requests from hotel managers to yoga instructors. Yoga is a new lifestyle that can provoke every potential hidden in each individual. In addition to spreading the body, the release of stress can be eliminated by yoga, suitable for people who every day are always immersed in busyness and struggling with stress-prone work. This combination of sports and meditation originating from India seems to be more and more attractive to people. As a lifestyle, yoga consists of several activities that are interrelated with each other. With yoga, someone tries to master the body and breath to master the finer layers of the body, namely mind, emotions, mental, and soul.

3. Healthy Lifestyle Starts to Grow on Lombok Island

The economic improvement of the community caused the community to realize to make a healthy life. Many people attend fitness centers. Some fitness centers offer yoga programs to the public. Healthy and fit life is everyone's dream. In obtaining optimal health, it needs to be supported by a healthy diet and lifestyle. Among the efforts to appear healthy and fit is to pay attention and apply the principles of balanced nutrition, exercise and a healthy lifestyle. Lifestyle and unhealthy eating patterns invite the emergence of various diseases.

The ability to have high work productivity is a demand for everyone,

especially in a time when competition in the workforce is very tight. For this reason, humans are needed not only to have good health, but also to have good physical fitness, as an element that determines the physical quality of humans. A healthy and fresh lifestyle is basically a comprehensive program, namely health, physical fitness, nutrition or recreation in an effort to balance activity and mentality. This program is intended to help each individual whose implementation is adjusted to the age and situation in which the person is located. As is known that health is the basis for improving and fostering physical and spiritual health.

4. Lombok, which is increasingly developed, has caused people to find peace that is saturated with the world of work

Today's rhythms run very fast, full of competition and full of stress - although the benefits of low stress levels cannot be ignored because they can motivate, provide excitement and refresh. However, when the demands imposed on us exceed our level of habits and abilities (physically, emotionally or mentally), we will feel discomfort and tension and defense of the body to work excessively and eventually we become exhausted. Side effects include frustration, muscle tension (which can cause back problems). Depression, anxiety and respiratory disorders and concentration problems.

Yoga will first release, then prevent the effects of stress symptoms on the body. Flexibility exercises are very helpful in preventing or reducing tension in the muscles immediately. Then the second thing that will be done by yoga is to overcome irregular breathing disorders as a result of stress through deep and controlled breathing while doing every attitude of yoga. This will bring calm and emotional stability, because breathing is closely related to emotions and states of mind. The third thing yoga does is provide skills to deal with

stress effectively through controlling sounds in the mind and achieving calmness and mental clarity. This can be obtained through deep relaxation exercises.

5. Schools begin to add extra schools with Yoga Activities.

In developing attitudes, schools not only offer to develop students' knowledge, but also develop students' attitudes and skills. In forming this attitude, the school added an extracurricular program, one of which was Yoga. Yoga will be beneficial not only physically but also spiritually so it is very good for students who are looking for their identity. Yoga can be done every day, except after eating. However, the best time is between four o'clock and six in the morning. Yoga activities in schools are carried out in the morning and evening. For the time of the morning it starts at 6:00 a.m. - 8:00 a.m. and the afternoon starts at 4:00 p.m. - 6:00 p.m. with which is usually followed by many Hindu students.

Yoga participants are required to use training pants and t-shirts that are slightly loose to make it easier to move. From the observations, there is no yoga activity group that makes special uniforms for yoga. In doing the exercises always guided by the instructor. The instructor must have a minimum of 2 people. Which one person is tasked with providing examples of movements, while other instructors help to correct the movements carried out by yoga participants.

Yoga activities as extracurricular activities are usually coordinated by Hindu religion teachers. Activities are also carried out as part of the activities of Sradha and Bhakti which are school programs. With the many schools that program the yoga activities, it increases the number of yoga structures needed to help yoga learning as an extracurricular activity.

The findings of the business prospects of Pudja Mataram's STAHN Gde graduates on Lombok Island session with Robert Solow's neoclassical economic growth theory state that economic growth is a series of activities that originate in humans, capital accumulation, use of modern technology and output or output. Population growth can have a positive impact and can have a negative impact. Therefore, population growth must be used as a positive resource.

The development of Lombok Island as a tourism destination has caused Lombok to be increasingly visited by people from outside Lombok. With the increasing number of visits, the community has increased demand to fulfill their demand so that the business climate is getting better. With the improvement in the business climate causing an increase in the income of the people on this island, this is as stated by the West Nusa Tenggara Province Government which states that the amount of poverty is decreasing.

The fulfillment of the primary needs of the community results in the desire to fulfill secondary needs and self-actualization. With this self-actualization, the community wants to show what they have or what they have shown on social media. the ability to perform asana poses can also be used as a medium to show self-actualization. This is consistent with Robert Solow's neoclassical economic growth theory which states that the factors of science and technology also affect economic growth. Public awareness of starting a healthy life also affects the development of yoga, so that people start doing a lot of yoga by going to a place of yoga or doing private yoga. In the theory of growth of neoclassical economics Robert Solow states that economic growth is influenced by cultural factors. The culture of the people who begin to make healthy living makes the opportunity to open a business in the field of yoga better.

## **E. CONCLUSION**

The results of the analysis and discussion of the research can be summarized as follows:

1. Background STAHN Gde Pudja Mataram graduates choose the Yoga Instructor profession as follows, First, Have Yoga Skills; Second, Yoga Instructors have sufficient income; Third, distribution of habits of doing yoga; and Fourth, As a Side Job.
2. Prospect of STAHN Gde Pudja Mataram graduates to open a business or become yoga instructors on Lombok Island due to the following things: First, the rise of social media featuring yoga, Second, Hotels on Lombok Island began to add facilities with yoga programs; Third, a healthy lifestyle begins to develop on Lombok Island; Fourth, Lombok, which is progressing, has caused people to seek peace that is saturated with the world of work; Fifth, the existence of Educational Institutions began to add extra schools with Yoga Activities.