

# Implementation of the Job Seeker Service System (SiLancar) Program in Bintan Regency

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**Abstract.** The purpose of this study was to find out the implementation of the job seeker service system program (SiLancar) at the Manpower Office of Bintan Regency. This researcher used a descriptive qualitative approach. The focus of research related to the implementation of SiLancar in Bintan Regency, with informants totaling 7 (seven) people. Based on the results of the research in the form of interviews with informants, the Indonesian Manpower Office conducted socialization and assisted directly regarding the use of the SiLancar application and also socialized through social media to make it more accessible to job seekers and people who want to make AK-1 cards. In using it, the community experiences problems such as applications that often have errors and occupy blank spot areas and related to the Manpower Office itself not having a SiLancar operator. It can be concluded that in its implementation the Bintan Manpower Office has socialized the SiLancar application to the community through village officials. However, several obstacles were found, such as the Manpower Office which experienced a shortage of Human Resources related to SiLancar handlers.

**Keywords:** Implementation, SiLancar, Public Service

## 1 Introduction

In the current digital era, changes in the number of workers and types of jobs will have a significant impact on the future. The unemployment rate in Indonesia is a major issue. The fact that available jobs outnumber graduates and job seekers is one contributing factor. The high unemployment rate in Indonesia is caused by an imbalance between the number of available jobs and the number of graduates and job seekers. However, in reality, based on the BPS survey on the Open Unemployment Rate (TPT), the latest data from the Central Statistics Agency (BPS) shows that in 2021-2022, Indonesia's unemployment rate was recorded at 5.83% of the total working-age population of 208.54 million [1].

In the Riau Islands Province, particularly in Bintan Regency, where competition is high and employment is difficult to find, information about job openings is crucial. The dissemination of information, which is still above expectations, exacerbates this situation. If job seekers don't want to fall behind their competitors, Bintan must act quickly to gather information about job openings. Disseminating job opening information is crucial for everyone, especially job seekers.

Application *iOS* And *Android* Developed by the Bintan Manpower Office (Disnaker), the Job Seeker Service System (SiLancar) is a tool for obtaining a Yellow Card and for finding out about available positions or job openings at various companies in Bintan Regency. This application is useful for addressing the real issue of the unemployment rate. Every activity or

program created by the Bintan Manpower Office is legally supported by Bintan Regent Regulation Number 2 of 2022 concerning the Employment Information System through the job seeker service system [2].

According to Jones (1996: 166), there are three key activities in implementing public policy. The first activity is the organization of policy implementers, which includes the formation or restructuring of resources, units, and methods to make the program work. Then the second activity is the interpretation of policy implementers, namely the activity of policy implementers who interpret the program (often in terms of status) into an appropriate plan and direction that can be accepted and implemented. Finally, the third activity is the application or implementation by policy implementers, which includes routine provisions of services, payments, or other things that are adjusted to the objectives and program equipment of the public policy that has been determined.

Based on Charles O. Jones's statement, the problem of public policy implementation becomes clearer and broader, as implementation is a process that requires systematic actions consisting of organization, interpretation, and application. This is based on the phenomena that emerged in the implementation of SiLancar, namely the difficulty in using the SiLancar application in *platform mobile*, this application is primarily used through the service *Play Store* for users *android* just, because for *IOS* cannot be used yet due to system *IOS* not verified from *IOS*-nya. Furthermore, there are still very few users using the SiLancar application, the features of the SiLancar application are still limited, and the SiLancar application has not shown *job desc* Job seekers' needs, as well as more readily available information, are available on the Bintan Manpower Office's social media platforms [2].

This program has been implemented, but there is still a lack of oversight from the Department of Manpower regarding the sustainability of the SiLancar application. Thousands of people have downloaded or used the SiLancar application in *platform mobile*, and 74 people have reviewed the app, giving it a 3.7-star rating. This is because Bintan is home to dozens of large-scale national companies.

Both domestic and international. Many companies in Bintan operate in the tourism sector. We must leverage digitalization to ensure that Bintan Regency's job potential is truly absorbed by local workers [4].

Based on the above phenomenon, it can be linked to Jones' (1996) theory, which is used to strengthen this research regarding the existence of ideals and their overall reality that occurs in the implementation of the SiLancar application. Where the ideal is first, the formation/arrangement of Human Resources, with the reality of the absence of Human Resources indicated by a clear Certificate (SK). Second, the activity of explaining a policy must be easy to understand, but in reality, not all groups are able to use SiLancar and require direct guidance. Third, the implementation of routine provisions of services that are adjusted to the objectives or equipment of the program, the reality is found *blankspot area* in some areas and SiLancar servers which are often *down* hinder the running of the application.

This is clearly inconsistent and ineffective with the government's plans, which should be outlined in government regulations, and should all be packaged and integrated into a single SiLancar application. If these issues remain unresolved, particularly unemployment, it will undoubtedly negatively impact Bintan Regency itself. Therefore, the SiLancar application is crucial for addressing these issues and reducing the existing unemployment rate.

The theory used is Jones' theory (1996), which is an indicator that influences: 1) Organization, interpreting the program so that it becomes a plan and direction that is appropriate and can be accepted and implemented, 2) Interpretation, formation and restructuring of resources, units and methods to support the program running, and 3) application, implementation

by policy implementers which includes routine provisions of services, payments, or others that are adjusted to the objectives and program equipment of the public policy that has been determined.

## **2 Method**

The researchers used a descriptive qualitative approach, a more sensitive and adaptable qualitative approach or method that addresses the many challenges faced in implementing the Job Seeker Service System (SiLancar) program in Bintan Regency. The objective of the descriptive model is to explain and/or predict the causes and consequences [8].

consequences of policy choices. The data sources used in this study are primary and secondary data. The data collection techniques employed are observation, interviews, and documentation. Data analysis in this study is structured using Sugiyono's circular model [5]. In the descriptive stage, the researcher describes what is seen, heard, felt, and asked so that everything is known simultaneously. This stage is also called the orientation stage. Second, the reduction stage, the researcher filters the data and focuses on a specific problem. From the data found in the first stage, the researcher separates interesting, significant, and new information before organizing it into categories that will become the main focus of the research. Third, the selection stage, to find a topic by placing the collected facts into a building block of knowledge, hypotheses, or new knowledge, the researcher now elaborates on the predetermined study focus. Each of the above processes is carried out after accessing the field or social setting through five stages: thinking, asking, analyzing, concluding, and reflecting.

## **3 Discussion**

The implementation theory used in reviewing this research is Charles O. Jones' theory (1996), which is an influencing indicator: 1) Organization, interpreting the program to become a plan and direction that is appropriate and can be accepted and implemented, 2) Interpretation, formation and restructuring of resources, units and methods to support the program running, and 3) application, implementation by policy implementers which includes routine provisions of services, payments, or others that are adjusted to the objectives and program completion of the public policy that has been determined [3].

### **Organization**

An organization is a container filled with individuals who share goals and naturally seek to gain from the cooperation and responsibilities of each individual within it. Organizations are driven by policy, which involves the formation or restructuring of resources, units, and methods so that policies within the organization can produce appropriate results or impacts.

In order for the organization's goals to be achieved, cooperation is needed between individuals who are mutually responsible for their respective obligations and the target groups that are the targets of the formation of an organization, so that when each person gets their rights, it can fulfill a sense of justice for both the members of the organization and other related parties. The organization must have Human Resources (HR) that support and strengthening to be superior to others, and being able to provide value or benefits from the innovations created.

To facilitate services to the people of Bintan Regency, including job vacancy information and the issuance of AK-1 cards, Bintan Regency, through the Bintan Regency Manpower Office, launched the SiLancar mobile application, which can be downloaded from the Play Store. SiLancar was launched on February 23, 2022. The SiLancar application includes features and service facilities, including AK-1 (Yellow Card) services, job vacancy information services, and

worker placement services. It also provides data collection for job seekers and workers. Company management is integrated with the Bipartite Agency (Bipartite), labor unions, and companies [2].

Regarding the organizational indicator, the implementation has not yet fully met the clear organizational criteria, due to the lack of a Certificate of Human Resources (HR) to allocate tasks related to SiLancar. However, the Bintan Regency Manpower Office also has clear goals and objectives. A regional innovation requires a legal framework that can regulate the relevant parties and ensure the innovation's smooth operation [7].

### **Interpretation**

Interpretation is closely related to the scope a subject must reach and is simultaneously re-expressed as an identity structure embedded in life, history, and objectivity. Furthermore, public understanding lies not only in the content of a policy but also in the approach, delivery, and implementation of a policy.

Interpretation is related to the successful implementation of policies by taking action and providing a deep understanding of the goals and objectives of the policy so that it can provide support by carrying out the tasks assigned in relation to the policy.

In terms of interpretation indicators, the Bintan Regency Manpower Office's implementation of the SiLancar application can be said to be running well. SiLancar means that the program provides appropriate plans and direction that can be accepted and implemented, meaning that SiLancar is easily understood by the Bintan community.

### **Application**

An application is a ready-to-use program that can be used to execute commands from the user of the application with the aim of getting more accurate results in accordance with the purpose of creating the application. The application means solving problems using one of the application data processing techniques which usually focuses on the desired or expected computation or the expected data processing.

In the application indicators in the implementation of SiLancar, socialization has been carried out regarding the use of the SiLancar application by introducing several existing facilities, and the Bintan Regency Manpower Office has also socialized it through the Bintan Regency Manpower Office's social media to make it more accessible to job seekers and the public who want to make an AK-1 card.

So far, the Bintan Regency Manpower Office has made efforts to address the problems experienced in implementing SiLancar, such as providing direct assistance.

People are having difficulty using the SiLancar application. In using it, people experience problems such as frequent application errors and blank spots. The Regency Manpower Office itself is facing challenges due to a lack of human resources to handle the implementation of SiLancar, requiring specialized operators capable of operating SiLancar. SiLancar's reach needs to be further expanded by collaborating with regional and village officials, and partners such as companies. Companies that provide job vacancies included in the SiLancar application.

## **4 Conclusion**

In the implementation of the Job Seeker Service System (SiLancar) at the Bintan Regency Manpower Office (Disnaker), SiLancar is a government application launched through a collaboration between Diskominfo and Disnaker Bintan. With the legal umbrella of Bintan Regent Regulation Number 2 of 2022 concerning the Employment System Information System through the Job Seeker Service System. Where based on the results of research and discussions

obtained from the previous discussion, it can be concluded that in its implementation, the Bintan Manpower Office has socialized the SiLancar application to the community through village officials. However, several obstacles were encountered, such as experiencing difficulties in finding many *blank spot* In Bintan Regency, signal and internet access for SiLancar are difficult to obtain. The Bintan Regency Manpower Office is experiencing several issues, including a lack of human resources, particularly in the information technology department. *server* SiLancar oftendown, but this is currently being processed for the server transfer itself.

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