

Implementation of the Strategy of the Department of Manpower, Cooperatives and Micro Enterprises in Reducing Unemployment Through Training Programs in Tanjung pinang City

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Abstract. Labor problems, especially unemployment problems in Tanjungpinang City, have increased due to the Covid 19 pandemic. In addition, the problem of limited employment opportunities, so that competition to find work today is very difficult, as evidenced by the small number of jobs provided when compared to the number of job seekers, on the other hand, the workforce who are still unemployed are reluctant to start entrepreneurship or open their own jobs due to their lack of skills. The purpose of this research is to find out the Strategy Implementation of the Tanjungpinang City Manpower, Cooperatives and Micro Business Office in reducing unemployment through training programs in Tanjungpinang City. In line with Tanjungpinang City Regional Regulation (Perda) number 2 of 2009 concerning the organization and Workforce of the Tanjungpinang City Regional Office as an agency authorized to assist in improving the quality of labor and productivity, for prospective workers. The type of research used is descriptive using a qualitative approach. Data collection techniques through observation, interviews and documentation. The results showed that the implementation of the strategy has gone well, in accordance with the concept of Strategy Implementation which has three indicators, namely Program, Budget, Procedure. The unemployment reduction program is by organizing special training for workers who are still unemployed. Regarding coordination, the Tanjungpinang City Manpower, Cooperatives and Micro Business Office coordinates with the Village, BLK and LPK as well as instructors in accordance with their respective fields. The budget used to carry out this training comes from the APBD and APBN. Thus, the Strategy Implementation carried out by the Manpower Office is appropriate in reducing unemployment through training programs.

Keywords: Strategy Implementation, Unemployment Rate, Training

1 Introduction

The land area of Indonesia is 1.904.569 kilometer persegi And contain source one nature (SDA) abundant as well as source human resources (HR) in terms of productive age. With such conditions, it can be said that Indonesia is country Which bpotential can absorb many candidatesenergy work. Although the source one know abundant And energy work

(HR) whichbis, but Indonesia stillbnot yetbit is said bdeveloping as fast as expected. Even jumlah workforce that continues to increase as well can cause problems bunderstood namely unemployment [1].

These new problems include the low quality of prospective workers, caused by low levels of education, limited job opportunities, and a lack of skills among job seekers, which are contributing to the rise in unemployment in this country. Unemployment is often defined as a workforce that is unemployed or not working optimally [2].

On the other hand, the workforce that is still unemployed is reluctant to start entrepreneurship or open their own jobs because this is supported by the theory from which says

that in developing countries the birth of new businesses tends to be low, resulting in low per capita income and increasing unemployment rates [3].

Unemployment is not only a problem for the central government; local governments are also facing crucial challenges in addressing and managing unemployment. For example, the Tanjungpinang City government is facing a significant challenge, requiring swift action to ensure public welfare. A significant trend in Tanjungpinang is the number of job seekers registered with the Manpower Office, which has been increasing year after year [4].

Meanwhile, Riau Islands Governor Ansar Ahmad acknowledged that open unemployment in the Riau Islands remains high, even surpassing the national rate, reaching 10.12 percent as of February 2021. This figure is higher than the national unemployment rate of around 6.26 percent. Riau Islands Province ranks second in terms of unemployment in Indonesia, after West Java, which currently stands at 8.23 percent, or approximately 8.42 million people, as of August 2022 [5].

Other issues discussed in the Strategic Plan (RENSTRA) of the Tanjungpinang City Manpower, Cooperatives and Micro Enterprises Service 2018-2023 are:

1. Unemployment is increasing and the available job opportunities are not commensurate with the number of job seekers.
2. The number of job seekers is increasing while the number of job placements is low.
3. Infrastructure support for Human Resources is still lacking due to the company's reporting on workforce not being optimal.
4. The workforce participating in entrepreneurship training and competency-based training (certification) is still limited [6].

The existence of this workforce will cause problems if the large increase in the number of workers is not balanced by the availability of jobs to absorb them, then it will lead to a high unemployment rate which in turn can cause social vulnerability and later can give rise to new problems in society [7].

Since the beginning of the COVID-19 pandemic until 2021, the unemployment rate in Tanjungpinang City has increased significantly. According to data from the Central Statistics Agency (BPS) and the National Labor Force Survey (Sakernas), the number has risen from around 5,000 to around 9,000 [8]. Furthermore, the Tanjungpinang city government needs to address the limited job market, making competition for employment extremely difficult. This is evident in the small number of jobs available compared to the rest of the country.

the large number of job seekers has an impact on increasing unemployment rates, especially for those whose skills are still limited. It's not possible. It's undeniable that many job seekers, especially in Tanjungpinang City, lack the necessary skills to enter the workforce. However, many companies are in dire need of skilled workers with specific expertise. Having these skills will undoubtedly impact the company's productivity and performance. This way, the future workforce is prepared to realize their potential and understand the complexities of advancing. For training to be effective, it must balance theory and practice [9]. Well-planned training can help employees realize their goals. This way, the future workforce is prepared to realize their potential and understand the complexities of advancing [10]. With the emerging issues related to employment in Tanjungpinang City, the main tasks and functions of the Tanjungpinang Manpower, Cooperatives and UMK Office are: Preparation of materials and formulation of technical policies, facilitation and coordination as well as technical guidance for job placement and training, Preparation of materials for norms, standards, procedures and criteria in the field of job placement and training, Implementation of guidance and guidance for job placement and training aimed at improving competency and reforming job training [11].

Based on the Regional Regulation (Perda) of Tanjungpinang City number 2 of 2009

concerning the organization and workforce of the Tanjungpinang City Regional Office as an agency that is given the authority to help improve the quality of the workforce and productivity, for prospective workers by implementing strategies in the form of training programs that are currently very much needed in the world of work, such as welding training programs (*welder*), sewing, making traditional cakes, driving a car, and *barbershop*. The purpose of holding this training is to hone *skill*, develop a person's skills and abilities so that they can produce maximum work [12]. The implementation of this training is one of the supporting programs of the Department of Workforce in empowering the community to reduce the level of poverty and unemployment in Tanjungpinang City [13].

2 Method

The researcher used a descriptive qualitative approach, namely a qualitative approach or method that obtains more information about the reality experienced from the behavior being studied, observations, motivations, activities, etc. in the form of words and language, descriptions using various scientific methods in the implementation of the strategy of the Department of Manpower, Cooperatives and Micro Enterprises in reducing unemployment through training programs in Tanjungpinang City [9]. The purpose of the descriptive model is to explain and/or predict the causes and consequences of policy choices. The data sources used in this study are primary data and secondary data. The data collection techniques used are observation, interviews, and documentation. Data analysis in this study was compiled using Sugiyono's circular model, namely the descriptive stage, the researcher is at the stage of describing what is seen, heard, felt, and asked questions so that everything is known at once [10]. This stage is also called the orientation stage. Second, the reduction stage, where researchers filter data and focus on specific problems. From the data they found in the first stage, researchers separate 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 organizing the collected facts into a building block of knowledge, a hypothesis, or a theory.

3 Discussion

The implementation theory used in this study is the theory. According to Hunger and Wheelen (2003:300), there are three main indicators that influence strategy implementation: 1). A program is a statement of activities or steps needed to create a one-time plan. This program involves restructuring a company, changes in the company's internal culture, or the start of a new research effort. 2) A budget is a program expressed in monetary units. Each program implementation describes the costs that may need to be planned and controlled by management. 3) A procedure is a series of activities, a series of actions, steps, or deeds that must be carried out by someone who is arranged. regularly the details related to the task or employment.

1. Program

A program is a statement of activities or steps required in creating a one-time plan. This program involves restructuring a company, changes in the company's internal culture or the start of a new research effort [14]. In implementing the program and activities carried out, it is necessary to know approximately what impact will be generated if a particular program is implemented. The main target of this training is workers who have not had a job at all or have been unemployed for a long time.

In today's world, companies no longer solely consider formal education degrees as a prerequisite for employment, but also expertise relevant to the field they will be working in. Providing training programs is tantamount to equipping workers with the skills to perform a

specific job, providing them with the necessary skills. *soft skills* which aims to improve discipline, responsibility, and work ethic. Referring to the Musrembang (Regional Development Planning Forum) conducted by the Tanjungpinang City government, this strategy is a policy direction based on the potential of existing resources, namely through Competency-Based Training, which emphasizes practice. The trained workforce is thoroughly prepared to be ready for work.

Competency training consists of three elements: knowledge, skills, and behavioral attitudes. Certificates are awarded to training participants as proof that they have acquired expertise in their field. Strategies include internship programs at various agencies, and workers are also sent to specific regions for training [15]. Competency-based training includes traditional cake making, welding, sewing, driving, foreign language courses, hairdressing, and inter-regional training. After this training, individuals are encouraged to become entrepreneurs (create their own jobs).

Regarding training, the Tanjungpinang City Manpower Office did not conduct outreach regarding this competency training directly to the community [16]. The Tanjungpinang City Manpower Office coordinated with 18 sub-districts in Tanjungpinang to ensure that training information reached the community. Training proposals from the community were first collected by each sub-district and then submitted to the Tanjungpinang City Manpower Office. Proposals received from the community were recorded and recorded, then filtered again to determine which training proposals were most in demand and currently needed by the community.

In terms of program indicators, the implementation has been running optimally in accordance with the provisions in the Tanjungpinang City Manpower Office Strategic Plan, as evidenced by the implementation of training programs based on competency and entrepreneurship, as well as internship programs [17].

2. Budget

A budget is a program expressed in monetary terms. The most crucial element in implementing a strategy designed to achieve a goal is the budget. Each program details the costs that management may require for planning and control. A budget not only provides detailed planning for implementing a new strategy, but it is also a crucial component [18]. If the planned budget does not align with actual results, it will impact the program itself. In implementing training programs, the Tanjungpinang City Department of Manpower, Cooperatives, and Micro Enterprises requires a budget to implement several previously developed programs.

The implementation of this training comes from the Regional Budget (APBD) and the National Budget (APBN). The budget to be spent has been previously determined and prepared in the Tanjungpinang City Manpower Office's Strategic Plan, which is approximately hundreds of millions of rupiah [19]. The budget for this training program is truly carefully targeted to purchase training facilities and equipment. Facilities and infrastructure are all types of equipment, work supplies, and facilities that function as primary/assistant tools in carrying out work, both of which function to realize the desired objectives. The provision of adequate facilities and the budget is also adjusted to the number of people who will participate in the training. In addition, this budget is spent to pay the wages of training instructors, the issuance of certificates and other needs during the training process [20].

3. Procedure

Procedures are work procedures, or work methods, namely a series of actions, steps, or deeds that must be carried out by someone, and are a fixed way to achieve something [21]. The procedures that are drawn up make sure *training* can be implemented effectively to improve the skills of the workforce who take part in the training so that they can reach a certain stage in the

relationship to achieve the final goal. The purpose of the procedure is to plan the organization of training and implementing training as well as *goal training walk* as expected [22].

The stages for taking part in training start from self-registration which is still done manually or online *offline*. Residents say manual registration is time-consuming, as applicants must come directly to the office with the required documents specified by the Tanjungpinang City Department of Manpower, Cooperatives, and Micro-Enterprises. The next stage is a face-to-face interview *face to face*

(direct), participants who pass the interview stage are directed directly to take part in training and handed over to BLK, LPK and their instructors, after the training is completed the participants are returned to the Manpower Office to be given SIM A and a certificate. The training implementation time is the core of the training implementation because it takes place the process of transforming training materials from instructors to training participants. Each training implementation is given a different time. And regarding the material and practice, the instructor directs the training process while still referring to the guidebook according to their respective training fields [23]. The training is balanced with a percentage of 30% theory and 70% practice. Impact From the implementation of this training program to make it easier to find work, some participants who took part in the training have already worked and opened their own businesses. The Manpower Office encourages training participants to not only have the skills to get a job but also to open their own job opportunities (become entrepreneurs) so they can recruit unemployed workers to work [24], [25].

4 Conclusion

The Department of Manpower, Cooperatives and Micro Enterprises' program to reduce unemployment due to the presence of unemployed workers who do not have expertise or basic skills, through training programs implemented based on the results of the Musrenbang, namely driving training, sewing training, cake making training, welding training and hair cutting training. Involving the city government, namely the Department of Manpower, Cooperatives and Micro Enterprises, BLK, LPK, and training instructors. The Department of Manpower, Cooperatives and Micro Enterprises then coordinated with several sub-districts, BLK, LPK and Tanjungpinang Police in the process of organizing the training.

The government's budget comes from the Regional Budget (APBD) and the National Budget (APBN), which are regulated and compiled in the Tanjungpinang City Strategic Implementation Plan for 2018-2023. The allocated budget also targets the number of participants per training program. The government provides facilities, including supporting equipment and materials for the training process, along with infrastructure such as the Vocational Training Center (BLK) and Training Institution (LPK) buildings, where training is conducted. Training was temporarily suspended for two years, from 2020 to 2021, as the budget for this training was diverted to pandemic management *covid 19*.

The procedure for implementing training in Tanjungpinang City involves participants registering and bringing the required documents to the Manpower Office. Participants are then interviewed and then undergo the training. The time allotted for each training varies, and the instructor directs and teaches the material and practice. The training provided empowers previously unskilled workers with skills *basic skill* (skills), the unemployed are finally employed, and training participants are also awarded certificates as proof of their skills. The implementation of this training program has had an impact on reducing unemployment in Tanjungpinang City.

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