

EFFECTIVENESS OF ONLINE JOB SEEKING CARD (AK-1) PRODUCTION SERVICES AT THE BANDUNG DISTRICT EMPLOYMENT OFFICE

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Abstract

This study investigates the effectiveness of the Online Job Seeker Card (Ak-1) services at the Bandung Regency Manpower Office. The urgency of this research stems from the need to enhance public awareness and the efficiency of service delivery. The objectives are to identify the effectiveness, obstacles, and efforts related to these services. The research employs a qualitative approach with a case study method. Data were collected through in-depth interviews, field observations, and document analysis. Findings indicate that despite timely service delivery, poor program socialization has led to low public awareness and suboptimal service impact, such as inefficient job distribution. Recommendations include increasing socialization efforts, improving inter-agency coordination, and upgrading the service platform to mobile applications to enhance accessibility for job seekers.

Keywords: Bandung Regency, Mobile Applications, Online Job Seeker Card, Public Awareness, Service Effectiveness.

A. INTRODUCTION

(AK-1) or what is called the Yellow Card/Job Seeker Card is one of the proof of job seeker registration cards used by job seekers which is a statement that they are not yet and are looking for work and is also used as one of the requirements for applying for a job in a companies or agencies, whether state or private (Firmansyah, 2023). The use of AK-1 helps in collecting statistical data on the number of job seekers each year, which can then be compared with the number of jobs available (Kusuma & Widiari, 2023). This data is important as a basis for increasing the number of jobs in Indonesia. This is also supported by other research which shows that good data collection can reduce poverty levels and improve community welfare (Dharmawan, 2022). The government through the Manpower Service (Disnaker) is responsible for managing and issuing this job seeker card (Mahin, 2020).

It is hoped that each job seeker card produced will be useful for job seekers for statistics on the number of job seekers in the year concerned so that it can be compared with the number of existing jobs, thus becoming a correction or basis for increasing the number of jobs in Indonesia. The Manpower Service (Disnaker) is the agency responsible for overcoming the problem of making job seeker cards (AK-1) in Indonesia (Rahmadani et al., 2023).

The Bandung Regency Employment Service (Disnaker) is a public service agency in the employment sector, which always strives to improve its services from time to time so that it remains trusted and is always the first choice for the community in the employment sector. One example is the Bandung Regency Employment Service, which is a community service

agency in the field of employment. This agency continues to strive to improve its services from time to time so that it remains trusted and is always the first choice for the community in the field of employment. (Fitriyani, 2021). Making a job seeker card (AK-1) can function to record the number of job seekers in Bandung Regency which can then be used for labor market analysis and policy decision making (Sukirman et al., 2019).

In a global context, the use of similar systems has also proven effective in reducing unemployment rates and improving the match between job seekers and available job opportunities. For example, research in several countries shows that job seeker registration systems integrated with statistical data can speed up the job matching process and reduce unemployment time (Ravinskaya et al., 2022). Therefore, it is important for Indonesia to continue to develop and optimize the use of AK-1 in an effort to achieve a more efficient and effective labor market (Fajriyanti et al., 2022).

The following is a data table for job seekers in Bandung Regency based on education level, which can be seen as follows:

Table 1. Data on Job Seekers Based on Education Level
District Employment Service. Bandung

No	Type of Education	Number of Job Seekers	Number of Job Seekers Accepted to Work	Percentage
1	SD	33	3	9%
2	SLTP	165	22	13%
3	SLTA	2.315	1.014	44%
4	Diploma I	11	4	36%
5	Diploma II	0	0	0%
6	Diploma III	144	21	15%
7	Diploma IV	10	1	10%
8	Sarjana (S1)	424	25	6%
9	Magister (S2)	4	0	0%
10	Profesi (Pr)	7	0	0%
	Amount	3.113	1.090	35%

Source: Bandung Regency Job Seeker Application

Based on the table data above, we can see that the percentage of job seekers who are accepted to work is only 35% of the total. This shows that the main priority to pay attention to in assessing government effectiveness is the extent to which services can create a level of satisfaction rather than complaints from the public. This means that the effectiveness of the service must be in accordance with the expectations desired by each community, in this case job seekers.

In reality, currently there are still many weaknesses in public services by government officials, for example the service process often does not comply with established procedures. Making (AK-1) at the Bandung Regency Employment Service, for this reason the researcher made initial observations to see directly the process of the Job Seeker Card (AK-1) Making

service at this service, then the researcher found several problems as follows:

1. There is a lack of understanding of the program regarding Making (AK-1), especially with the online application to the public through mass media and electronic media carried out by the Manpower Office, so that there are still many people who do not understand the online (AK-1) procedure
2. Human resources (HR) experts are inadequate in inputting applicant data by officers.
3. Lack of reports from Job Seekers who have made a Job Seeker Card (AK-1) after being accepted to work at the company.

B. LITERATURE REVIEW

(Armistead and Clark, 1999) Service is "the ability of employees to carry out their duties, namely providing services and support with full commitment and the ability to solve while the service is being provided". Service quality also includes aspects of tangibility, reliability, responsiveness, assurance, and empathy. Service quality also includes aspects of tangibility, reliability, responsiveness, assurance, & empathy (Annarelli et al., 2020). This concept is in line with research that identifies five main dimensions of service quality, namely reliability, responsiveness, assurance, empathy and physical evidence (Slack and Sharma 2020).

According to (Lovelock and Wright 2002), perceptions of service are "related to quality based on a very long term, cognitive evaluation and the service delivery process. The benefits of service quality accumulate over time or can be said in the long term, so service companies must identify efforts to provide appropriate service quality and implement them effectively."

(Richard Steer in Halim, 2001) states "*Effectiveness must be assessed on the basis of objectives that can be implemented, not on the basis of the concept of maximum objectives.*" Service effectiveness can be seen from how far the set targets are achieved, which is also influenced by the level of customer satisfaction (Sunkari, 2022). In this case, efforts to realize the successful implementation of government tasks certainly require reliable human resources as one of the keys to achieving good effectiveness in the context of achieving good governance. This can be implemented through reform of the quality of the apparatus (human resources) which is part of government reform in order to lead to the achievement of good governance itself (Supriyanto et al., 2021).

According to (Streer, 1985) "Leadership and organizational success is measured by the concept of effectiveness". Effectiveness means quantity or quality (output). The importance of elements such as reliability, empathy and quick response in determining service effectiveness (Fikri and Nawangsari 2023). The greater the progress achieved towards the goal, the more effective the organization is, so effectiveness is seen as the ultimate goal. Effectiveness is defined as a measure that states how far the target (quality, quantity and time) has been achieved, the greater the percentage of targets achieved, the higher the effectiveness (Pratami et al., 2022).

(Supriyono in Amrizal, 2018) States that effectiveness is the relationship between the output of a responsibility center and the targets that must be achieved. Service effectiveness is measured based on the extent to which the service can meet customer expectations, which is influenced by appropriately measured service quality dimensions (Haddad et al., 2020). The greater the output contribution to target achievement, the more effective the unit is considered. If an organization's operations succeed in achieving the final policy goals and objectives, then the operations are said to be effective (Engkus et al., 2023). Organizational effectiveness is not only measured by the amount of money spent, but rather by the extent to which policy goals and objectives are met. An organization is considered to be operating effectively if it succeeds in achieving its goals regardless of the amount of resources used in the process (Mulia, R.A., 2021). This confirms that measuring effectiveness focuses more on

achieving the desired end result rather than the costs incurred to achieve it (Haddad et al., 2020; Engkus et al., 2023). Thus, service and operational effectiveness is highly dependent on the organization's ability to achieve predetermined targets and meet customer expectations consistently.

In line with what the expert said, effectiveness is a benchmark for comparing plans with processes to achieve the expected results. The implementation of a program can be said to be effective if the achievements match the expected results. The importance of measuring internal and external quality to improve service effectiveness (Lenak, 2021). (Sutrisno in Amrizal, 2018) when measuring the effectiveness of an activity or activity, several factors need to be taken into account, namely:

1. Program understanding
2. Right on target
3. On time
4. Achievement of goals
5. Real change

The problem regarding the effectiveness of online manufacturing services (Ak-1) at the Bandung Regency Employment Service, the researcher explains the connection with the effectiveness factors according to Sutrisno in (Amrizal, 2018), namely:

- a. Program Understanding,
Officers' understanding of making (AK-1) online at the Bandung Regency Employment Service.
- b. Right on target
Making (AK-1) online online is aimed at job seekers who want to make a Job Seeker Card (AK-1) so that later it is hoped that the card will be useful for people who need it.
- c. On time
Punctuality means that in implementing the program, in this case the printing of AK-1 cards must proceed according to a previously determined plan.
- d. Achievement of Goals
It is hoped that the Manufacturing Implementation (AK-1) that has been carried out will run according to the plan or target that has been previously determined.
- e. Real Change
A program can be said to be effective if the predetermined goals can be achieved. So that the implementation of the Job Seeker Card (AK-1) can provide benefits for the community, especially for people who are applying for jobs.

C. RESEARCH METHODOLOGY

The research method used in this research is a qualitative descriptive analysis method, data collection techniques through: Observation, Interviews and Documentation. Meanwhile, the data presentation technique uses data triangulation techniques.

According to (Sugiono, 2016) "Problems in qualitative research are temporary, tentative and will develop or change after the research is in the field." The qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon and human problem, in this approach the researcher makes a complex picture, examining words, detailed reports from informants' views and conducting studies in natural situations. According to (Bogdan and Taylor in Moleong, 2009) qualitative methodology is "a research procedure whose results are descriptive data in written or oral form from people or observable behavior".

D. RESULT AND DISCUSSION

The effectiveness of making Job Cards (AK-1) online has been implemented but is still not running optimally. This can be seen from indicators such as the officers' understanding of making Job Cards (AK-1) online at the Bandung Regency Employment Service is good, this is in accordance with the results of interviews conducted by researchers with informants. And public understanding regarding what and how to make Job Cards (AK-1) online is still lacking, because there are still many people who don't know how to make and print AK-1 Cards. Socialization activities carried out by the Department have not been carried out so far, such as This socialization to schools regarding the understanding of making (AK-1) resulted in the public becoming aware of the online Job Card (AK-1) making program only when the people concerned were applying for or looking for work. So people who have never made a Job Card (AK-1) online do not know that the online Job Card (AK-1) making site also has features that are useful for job seekers, such as job vacancy information, job schedules, fairs, job training and also job consultation guidance. The time for making and printing Job Cards (AK-1) online is very short.

This is because the manufacturing process can be done anywhere, and physical card printing can be done every working day at the Bandung Regency public service mall. Because the printing that is done to make Job Cards (AK-1) online can be done as long as all the required requirements have been filled in and completed by the job seeker and there are still job seekers who do not make Job Cards (AK-1) and are not recorded in the reduction process unemployment rate in Bandung Regency. Based on the findings of this research, researchers tried to analyze what inhibiting factors were and what efforts were made by the Village to overcome these obstacles, these can be seen as follows:

1. Barriers to Making (AK-1) online. In terms of the effectiveness of the online Job Card (AK-1) service at the Bandung Regency Employment Service, there are several obstacles that affect the effectiveness of the service. These obstacles include:
 - a. There is still low public awareness of the importance of the Job Card (AK-1), so this has an influence on the process of achieving the government's goals in distributing workers (pencaker) in the context of reducing the unemployment rate, especially in Bandung Regency.
 - b. There is still low public awareness, especially of job seekers who have been distributed, who have found work, in terms of reporting back that regarding their status they have found a job.
 - c. There is still a lack of personnel or employees in online manufacturing services (AK-1). Because at certain events such as job fairs, many job seekers (pencakers) make Cards (AK-1) suddenly. This disrupts the service system because the site server is full and disrupts the service.
 - d. The process of printing Job Cards (AK-1) online is not yet fully optimal, because the printing process cannot be done independently by job seekers. Because the process of printing the Job Card (AK-1) still has to be done by coming directly to the public service mall. This is because the online signature system is not yet functioning optimally.
 - e. The distribution of work is still not optimal, especially for the people who make Job Cards (AK-1) from the Bandung Regency Employment Service, so that makes people feel that making Job Cards (AK-1) is not that important for applying for jobs.
2. Efforts made, The efforts made include:
 - a. Increasing public awareness regarding the importance of making a Job Card (AK-1), by conducting outreach targeting job seekers (pencaker) in Bandung Regency.

- b. Increasing public awareness regarding the importance of reporting back if you have found a job, by conducting outreach when the public prints Job Cards (AK-1).
- c. Increasing the ability of employees to be able to work more optimally and multitasking, because the process of increasing the number of employees also requires time and process to implement.
- d. Carrying out internal coordination with the Ministry of Manpower to obtain permission for the online signature process via barcode and carrying out external coordination with DISKOMINFO regarding verification of the use of online signatures for use on documents issued by the Bandung Regency Manpower Office
- e. Increased collaboration with all job-receiving stakeholders such as companies in Bandung Regency and also increasing training activities that can improve the abilities of job seekers so they can be more competitive in the world of work

E. CONCLUSIONS

Regarding the effectiveness of the online employment card (AK-1) service at the Bandung Regency Employment Service, a conclusion can be drawn, namely, the effectiveness of the online employment card (AK-1) service has been running optimally when viewed from the existing sub-parameters. Obstacles in the effectiveness of online Job Card (AK-1) making services include timely parameters that are not yet optimal from the service provider, in this case printing cards that cannot be done independently and still have to go to the relevant agency due to not being able to sign online, socialization is not yet optimal related to the program so that it has an impact on low public awareness and the real changes provided by the program are not yet optimal, such as job distribution that is not obtained directly. Efforts that have been made include increasing public awareness through more targeted outreach, improving employee capabilities and carrying out internal and external coordination related to ratifying online signatures for documents.

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