



IMPLEMENTATION OF JOB MARKET INFORMATION POLICY AT THE DEPARTMENT OF MANPOWER, TRANSMIGRATION, COOPERATIVES, SMALL AND MEDIUM BUSINESSES, NORTH BARITO REGENCY

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Abstract

The implementation of this policy is not maximize, as can be seen from the lack of utilization of Market Information Management Policy online services through the website www.karirhubkemenaker.go.id, both by job seekers and by companies. The object of the research was the Market Information Management Policy. The company in terms of reporting on employment still uses the manual method, namely coming directly to the office of the Manpower and Transmigration Office in North Barito Regency to report the type of work and the number of workers needed. The company, job seekers also still relies on coming directly to the Office of Transmigration, Manpower, Cooperatives, Small and Medium Enterprises in North Barito Regency to submit job vacancy information or ask for job vacancy information. The method in this research was descriptive qualitative. Data collection techniques through observation, interviews, and documentation. The data analysis technique was used Miles and Huberman interactive data analysis. Based on the results of the research, the Implementation of Labor Market Information Management Policies at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency. The success factor in implementing the policy shows that there were indicators of Resource Communication, Disposition and Organizational Structure. The implementation of the Labor Market Information Management Policy at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency showed that it was not optimal, socialization was not good. In terms of resources, namely staff of authority, information, facilities to achieve the objectives of implementing labor market information, it was quite good. Meanwhile, in terms of disposition, the implementation of labor market information was quite good, and the existing bureaucratic structure in implementing labor market information has actually gone well. The conclusions of this research of Factors constraining the implementation of the Labor Market Information Management Policy at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency are the lack of socialization to companies and the community which is still lacking, the existence of an old culture, and problematic internet networks in some areas. Regions as well as the largest budget have contributed to the delay in the implementation of job market information at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency.

Keywords: Policy Implementation, Labor Market Information.

INTRODUCTION

The online job market information policy is a government effort designed to provide equal opportunities for the community to obtain jobs according to their talents, interests and abilities (Isril & Riauni, 2014; Purnaya, 2016; Fajrillah et al., 2020). The central government, provincial governments and district/city governments have a shared responsibility for managing and disseminating labor market information (Nurcholis, 2009; Nawati, 2017; Priyono & Wibowo, 2021).

The Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises of North Barito Regency has the main task of assisting the Regent in carrying out government affairs in the field of manpower, transmigration affairs, and cooperative affairs, small and medium enterprises. In terms of implementing the affairs of the manpower sector, one of them is implementing a policy program for disseminating Labor Market Information. The North Barito Regency Government, in this case the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency functions only as a facilitator between job seekers and employers, not to create new jobs.

The data summarized in the Job Market Information (GPA) is administrative data about the characteristics of job seekers and employers both at home and abroad (Rahmat, 2015; Pratiwi, 2020). The data and information in this CPI can provide input to the government in determining further policies (Goni & Agustina, 2018). For example, this data also provides information on fluctuations in job demand and supply (Hermawan, 2020; Rahmaini, 2021). This information is important for monitoring employment outcomes across the country.

Dissemination of Labor Market Information (GPA) in North Barito Regency currently uses 2 (two) methods, namely the manual and the use of the website from the Ministry of Manpower of the Republic of Indonesia. The manual method is to provide information on job vacancies received from the company to the public through an announcement letter. Utilization of the website is the dissemination of labor market information that can be accessed by job seekers and job seekers online and in real time using an integrated employment information system, hereinafter abbreviated as integrated SISNAKER with the website address www.karirhub.kemnaker.go.id.

The required documents brought by job seekers will then be inputted into the national manpower system (SISNAKERNAS), job seekers will get a job seeker proof card (AK-1) also get a special username and password code to access Labor Market Information services. in real time, both nationally and regionally.

Based on data from the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises of North Barito Regency which was processed by the BPS of North Barito Regency, it shows that in 2018 there were 2,753 registered job seekers, while in 2019 there were 2,400 registered job seekers. In 2018 there were 1,281 job vacancies offered, 1,224 filled positions and 57 unfilled positions. In 2019, there were 215 job vacancies on offer, 82 positions filled and 133 unfilled positions.

There are still positions that are not filled by job seekers. Based on an interview with Mrs. Kamalia Sutra Dewi, S.Psi as the head of the PTK and GPA sections at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency:

“Tidak terisinya lowongan pekerjaan yang ditawarkan disebabkan para pelamar belum memenuhi kualifikasi yang dibutuhkan oleh pemberi kerja. Umumnya pelamar tamatan SMA ke bawah dan masih belum memiliki pengalaman kerja”. (Interview on October 26, 2020).

Job seekers with a high school education level are more dominant than job seekers with a diploma or bachelor's level of education. Likewise with age group data, job seekers between the ages of 20 – 29 years are also more dominant. Furthermore, based on an interview with Mrs. Kamalia Sutra Dewi, S.Psi as the head of the PTK and GPA sections at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency:

“Masih tingginya angka pengangguran bisa disebabkan juga oleh minimnya informasi lapangan kerja yang diterima. Masyarakat kita masih terbiasa mencari informasi lapangan kerja hanya dari mulut ke mulut atau mencari informasi di koran/majalah”. (Interview on October 26, 2020).

The data above illustrates that the non-absorption of job opportunities in 2018 and 2019 is influenced by the quality and productivity level of job applicants and the possible lack of information obtained by job seekers regarding job offers. The quality and productivity of the workforce itself is influenced by the skills and abilities that can be obtained from formal and informal education, training and courses. Meanwhile, in terms of information, it is possible that the information was not conveyed or the information submitted did not reach job seekers.

The GPA policy is expected to make it easier for job seekers and employers, because job seekers who have registered online can view job vacancies information, register job vacancies or reject job vacancies online. Likewise, employers can accept online applications or reject job applications online.

As regulated in Article 2 of the Regulation of the Minister of Manpower and Transmigration Number: PER.14/MEN/IV/2006 concerning Procedures for Reporting on Employment in Companies, which states that employers are required to make employment reports in accordance with actual conditions, both at the head office, branches as well as on the part of a stand-alone company. The report must contain information, one of which is a report or job opportunity information.

The regulation clearly states that companies/institutions/entrepreneurs are required to convey information on job opportunities openly and transparently to the government and the public. Through an interview, Ms. Kamalia Sutra Dewi, S.Psi as Section Head of the Section Head of Manpower Placement and Job Market Information at the Department of Manpower, Transmigration, Cooperatives and SMEs, North Barito Regency said:

“Perusahaan/Pelaku usaha wajib melaporkan kepada Dinas Tenaga Kerja apabila melakukan penerimaan tenaga kerja sesuai Peraturan Menteri Tenaga Kerja dan Transmigrasi Nomor: PER.14/MEN/IV/2006 tentang Tata Cara Pelaporan. akan tetapi dalam prakteknya masih ada perusahaan atau pelaku usaha/Instansi yang tidak melakukan itu. Kemungkinan kedepannya kita akan melakukan sosialisasi”. (Interview on October 26, 2020).

Based on data in the Blue Print for Community Development and Empowerment (PPM) of the Mining Sector of Central Kalimantan, companies that have IUP C&C coal in North Barito Regency in 2019 amounted to 61 companies plus companies that have Coal Mining Concession Work Agreements (PKP2B) totaling 5 companies. Based on the data obtained, only 1 company registered its company in the online GPA system.

Based on an interview with Mrs. Kamalia Sutra Dewi, S.Psi as the Head of the Labor Placement and Job Market Information Section:

“Sebagian masyarakat kita masih banyak yang belum mengetahui akan layanan Informasi Pasar Kerja (IPK) melalui bursa kerja online, masyarakat kita masih mencari informasi lowongan

kerja dengan datang langsung ke Disnaker karena kebanyakan pencari kerja di daerah kita berpendidikan SMA ke bawah”. (Interview on October 26, 2020).

Based on an interview with Mr. Binawan, the owner of the ATK shop and printing business:

“Saya tidak mengetahui ada layanan informasi pasar kerja melalui bursa kerja di Disnakertrans, Saya menempel pengumuman lowongan pekerjaan di depan toko saya, tapi sudah 7 (tujuh) hari ini belum ada pelamar yang sesuai dengan kriteria yang saya butuhkan. Kalau tidak ada juga terpaksa saya terima saja tapi saya harus mengajari ulang lagi karyawan saya, masalahnya saya juga sibuk sebagai PNS” (Interview on 27 October 2020).

Indeed, the online Job Market Information Policy (GPA) is managed by the Department of Manpower, Transmigration, Cooperatives and SMEs of North Barito Regency to facilitate meetings between job seekers and employers. In addition, information issued by the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency can be confirmed. Based on an interview with Mrs. Kamalia Sutra Dewi, S.Psi:

“Setiap informasi lowongan kerja yang kami keluarkan dapat dipertanggungjawabkan kebenarannya karena sebelumnya sudah dilakukan kroscek data perusahaan dan verifikasi ke kantor cabang maupun pusat”. (Interview on October 26, 2020).

Based on observations, researchers often encounter job seekers who come to the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency to look for job vacancies, either by asking directly to the GPA officer or looking for information on the information board. Just like job seekers, employers also come directly to the Office of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency to submit employment reports.

RESEARCH METHODS

The approach that will be used in this research is qualitative. A qualitative approach is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. According to Moleong (2011), qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior. According to Sugiyono (2009) states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. Meanwhile, according to Whitney (1960), the descriptive method is a fact finding with the right interpretation.

Qualitative descriptive research is an in-depth study of a particular social unit and the results of the research provide a broad and in-depth overview of a particular social unit. The subjects studied were relatively limited, but the variables and the focus studied were very broad in dimension. This research was conducted at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency. The selection of research locations is based on the consideration of the suitability of the substance of the problems related to the Job Market Information (GPA). In accordance with the Regulation of the Regent of North Barito Number 38 of 2016 concerning the Organization and Work Procedure of the Regional Technical Institution of the Regency of North Barito which is a follow-up to the Regional

Regulation of the Regency of North Barito Number 2 of 2016 concerning the Establishment and Composition of the Regional Apparatus of the Regency of North Barito.

The key informants of this study were personnel in the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency. Meanwhile, as supporting informants are several Pencaker communities and business actors in the city of Muara Teweh. The main instrument in this research is the researcher himself. Data sources are divided into two, namely primary data and secondary data. Primary data in this study is data collected from interviews with informants. Secondary data in this study is data collected from documentation. To collect or obtain data (both in the form of numbers and writings) related to research, observations, interviews, and documentation were carried out. Data were analyzed through data reduction techniques, data presentation as well as drawing conclusions and verification.

RESULTS AND DISCUSSION

In accordance with the problems raised, the findings of this study are described in terms of the main points including the Implementation of the Labor Market Information Policy (GPA) at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency; and Obstacles/obstacles in the implementation of the Labor Market Information Policy (GPA) at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency.

Implementation of Labor Market Information Management Policy (GPA) at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency

George C. Edward III named his public policy implementation model Direct and Indirect Impact on Implementation. The policy implementation model developed by George C. Edward III has a top-down perspective in this theoretical approach; there are four variables that influence the success of policy implementation, namely: (1) Communication, (2) Resources, (3) Disposition, and (4) Bureaucratic Structure.

1. Communication Aspect

Aspects of this communication are in the form of policy decisions in an effort to disseminate labor market information, implementation instructions, orders, and others (Agustin, 2007; Ali, 2017). The flow of communication that occurs is in the form of internal communication and external communication (Rahadhyar, 2016; Hasanah et al., 2018; Hasanti, 2019). Internal communication can occur between Ministry of Manpower officials, Provincial Manpower Office officials and structural officials at the North Barito Regency Disnakertranskop and UKM with labor market information management officials at the North Barito Regency Manpower and Transmigration Office. This internal communication is delivered in formal and non-formal forms, in formal forms such as coordination meetings and technical guidance, while in non-formal forms such as direct orders from superiors to subordinates.

The wider community should know more about the contents and materials of this policy, because the wider the socialization of this policy is carried out, the more likely the objectives of this policy can be achieved optimally. Based on the results of interviews, the researchers concluded that the coordination and assistance carried out by officials at the ministry of manpower to implementers was still lacking, this can be seen from the display on the online

system which shows that several companies have registered on the "AYO KITA WORK" portal due to changes in the portal whose data has been deleted. Based on the results of the comparison between the results of the study and the existing theory, it can be interpreted that the communication variable is related to resources, disposition and bureaucratic structure.

Communication from the Manpower and Transmigration Office and UKM of North Barito Regency to the community in the form of socializing the benefits of website-based online work information services is still not optimal. Based on an interview with Mr. Binawan, the owner of a stationery shop and printing business:

"Saya tidak mengetahui ada layanan informasi pasar kerja melalui bursa kerja di Disnakertrans, Saya menempel pengumuman lowongan pekerjaan di depan toko saya, tapi sudah 7 (tujuh) hari ini belum ada pelamar yang sesuai dengan kriteria yang saya butuhkan. Kalau tidak ada juga terpaksa saya terima saja tapi saya harus mengajari ulang lagi karyawan saya, masalahnya saya juga sibuk sebagai PNS". (Interview on 27 October 2020).

Based on an interview with Rudi Novianto as a job seeker community, stated:

"Saya tidak mengetahui manfaat lain dari membuat kartu pencari kerja, saya pikir hanya sebagai syarat untuk melamar pekerjaan di perusahaan saja". (Interview on 27 October 2020).

The lack of socialization of online GPA services was acknowledged by officials at the Manpower and Transmigration Office of North Barito Regency. In an interview with Mrs. Kamalia Sutra Dewi, S.Psi, she said:

"Dalam hal sosialisasi IPK pengelola IPK maupun Disnakertranskop-UKM Kabupaten Barito Utara mengakui belum maksimal. Hal ini disebabkan keterbatasan anggaran yang tersedia, kegiatan sosialisasi sekaligus pendataan lowongan kerja dilakukan masih di dalam kota, kecamatan Teweh Baru dan kecamatan Teweh Selatan. ditambah lagi diperparah adanya pandemi covid-19. tetapi, kami tetap menghimbau pihak perusahaan untuk bisa melaporkan lowongan kerja langsung lewat aplikasi website yang sudah tersedia dari Kemnaker saat mereka datang ke Dinas untuk melapor lowongan kerja". (Interview on 02 February 2021).

"Kami juga agak kesulitan untuk bertemu langsung dengan perwakilan perusahaan, karena beberapa perusahaan yang beroperasi di kabupaten Barito Utara, belum berkantor di Muara Teweh. Kalaupun ada laporan, setelah kami cek ke alamat tersebut ternyata sudah berpindah". (Interview on 02 February 2021).

Based on the interview with Mr. Muhammad Rahman Febian, ST Computer Operator Job Market Information:

"Pada saat pencari kerja mendaftar sebagai pencari kerja, saya selalu sampaikan kepada mereka untuk informasi lowongan kerja bisa membuka website resmi informasi pasar kerja dari Kementerian Tenaga Kerja yakni www.karirhub.kemnaker.go.id. Bisa juga di akun facebook Disnakertranskop ukm Barut, atau instagram disnakertranskopukm". (Interview on October 26, 2020).

Based on the interviews with the informants above, it can be seen that the delivery of information on the GPA policy is limited when job seekers and employers come to the Manpower and Transmigration Office of North Barito Regency. socialization activities that go directly to the community and companies are still not maximally carried out, the activities are

carried out with the aim of company offices in the city of Muara Teweh and the nearest sub-district. The socialization of the Manpower and Transmigration Office of North Barito Regency has not been maximized, causing this policy to be unknown to the wider community.

Based on the results of interviews, it can be seen that GPA management personnel at the service level are still lacking so that the Manpower and Transmigration Office and UKM of North Barito Regency make efforts to optimize staff performance to complete existing work, but this effort is considered less than optimal, because it burdens work beyond their capabilities and has an impact on policy implementation. ineffective. Based on the research results, it is known that the GPA budget in the PTK and GPA sections of the Manpower and Transmigration Office and UKM of North Barito Regency is sourced from the Regional Budget of North Barito Regency. Budget allocation to support routine activities in the GPA and GPA sections such as spending, ATK, doubling, remuneration of temporary employees, payment of honorarium for IPK managers, and official trips.

As revealed in the research results, it can be seen that the resource variable is connected to the communication variable. The lack of staff capacity and the relatively small budget for official travel can only cover business trips within the region (within the city of Muara Teweh and the nearest sub-district). With these conditions, it affects the targets to be achieved, such as outreach activities to the community, assistance, and data collection on companies.

2. Resource Aspect

In addition to the communication aspect, there is the resource aspect. Resources in each policy are an important aspect of the implementation process (Khariza, 2015; Ramdhani & Ramdhani, 2017; Mursalim, 2017). In the implementation of labor market information at the Manpower and Transmigration Office of North Barito Regency, there are several aspects to be observed including (1) human resources, (2) budget, (3) facilities and infrastructure. Based on the results of the author's observations and interviews with informants, it is known that there are 7 (seven) employees or personnel involved in labor market information management activities at the Manpower and Transmigration Office of North Barito Regency. Consists of 3 structural officers and 4 honorary employees. The structural officials are the Head of the Manpower and Transmigration Office of North Barito Regency as the person in charge, the Head of the Manpower Division as the Coordinator, the Head of the PTK and IPK Sections as the supervisor.

In an interview with Mrs. Kamalia Sutra Dewi, S.Psi as the head of the PTK and GPA section:

“Jumlah pegawai/staff untuk seksi pengantar kerja dan informasi pasar kerja dirasa masih kurang, Terutama pegawai/staff berstatus PNS. Selain untuk regenerasi juga sebagai fungsional pengantar kerja. Seluruh Kabupaten/Kota harus memiliki pejabat fungsional pengantar kerja. Begitupun di seksi yang lain seperti seksi Hubungan Industrial (HI) mereka juga kekurangan bahkan tidak memiliki Pegawai Negeri Sipil dengan latar belakang pendidikan Sarjana Hukum sedangkan Disnaker harus mempunyai pejabat fungsional sebagai pengawas dan mediator. Dalam Pengelolaan Informasi Pasar Kerja (IPK) pada Disnakertranskop dan UKM Kabupaten Barito Utara kami terkadang masih dibantu oleh Staf atau pegawai dari seksi lainnya tetapi masih di bawah bidang Ketenagakerjaan”. (Interview on 02 February 2021).

In an interview with Mr. Yulis Ashari, ST as secretary of the Manpower and Transmigration Office and UKM of North Barito Regency:

“Saat ini di Disnakertranskop dan UKM Kabupaten Barito Utara untuk staf setiap bidang hampir diisi oleh pegawai honorer. Ada beberapa staf PNS tetapi tidak bisa untuk diusulkan menjadi pejabat fungsional pengantar kerja karena terkendala pangkat/golongan dan pendidikan”. (Interview on 09 March 2021).

Based on the results of observations and interviews, it can be seen that the budget provided to support the dissemination of labor market information in the labor placement and labor market information section in the 2020 fiscal year is Rp. 81,000,000, - (eighty one million rupiah). From the budget, it is allocated for payment of honorarium, ATK expenditure, doubling expenditure, official travel, and activities for launching the regional manpower plan book (RTKD) of North Barito Regency.

In the 2021 budget year the budgeted budget for labor market information activities is Rp. 157,000,000, - (one hundred and fifty seven million rupiah) of the budget is allocated to pay the salaries of temporary employees of Rp. 77.160.000,- (seventy seven million one hundred and sixty thousand rupiah).

Furthermore, regarding the budget based on an interview with Mrs. Kamalia Sutra Dewi: *“Anggaran untuk menunjang kegiatan di seksi PTK dan IPK bersumber APBD Kabupaten Barito Utara disamping untuk operasional IPK kami juga harus turun ke perusahaan-perusahaan dan ke kecamatan untuk pendataan lowongan kerja dan berkoordinasi terkait masalah pengangguran di daerah”.* (Interview on 02 February 2021).

Furthermore, in an interview with Mrs. Endang Sri Rahayu, SE as the Head of the Planning Subdivision of the Manpower and Transmigration Office and UKM of North Barito Regency: *“Besaran pagu belanja langsung untuk anggaran murni Disnakertranskop dan UKM tahun anggaran 2021 menggunakan pagu anggaran perubahan tahun 2020. Kemungkinan Pagu yang sudah ditetapkan tersebut kembali berubah menyusul rencana refocusing sebesar 30% untuk penanganan Covid 19. Otomatis semua SKPD termasuk Disnakertranskop dan UKM menyesuaikan dengan anggaran yang tersedia.”* (Interview on 09 March 2021).

From the description above, it is known that the budget provided for the implementation of this policy comes from the APBD of North Barito Regency which is contained in the DPA of the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises of North Barito Regency.

3. Aspect of Disposition

After the aspects of communication and resources, there is still the aspect of disposition. In accordance with Edward III's theory, the concern regarding disposition in the implementation of this policy is regarding the issue of recruitment/appointment/selection of employees and providing incentives (Nurulhaq et al., 2020; Hasibuan et al., 2020; Akbar et al., 2021). It is known that in the last few years the recruitment of civil servants in North Barito Regency which was carried out by the Personnel and Human Resources Development Agency (BKPSDM) of North Barito Regency was still focused on fulfilling health workers and education personnel. In an interview with Mrs. Kamalia Sutra Dewi, S.Psi:

“Pegawai kontrak yang ada pada seksi PTK dan IPK semuanya diangkat berdasarkan SK kepala Disnakertranskop dan UKM Kabupaten Barito Utara. Dulu pernah ada petugas yang

digaji dari dana APBN selama 2 tahun, setelah kontrak berakhir, tidak dianggarkan kembali oleh pusat untuk pengajiannya". (Interview on 02 February 2020).

In addition, IPK management personnel/employees at the Manpower and Transmigration Office and UKM of North Barito Regency receive additional incentives, in which the amount of the honorarium varies according to their respective duties and responsibilities.

"Kami berterimakasih sekali kepada Pimpinan dan Pemerintah Kabupaten Barito Utara, yang mana walaupun dalam keadaan anggaran yang terbatas, masih menyetujui usulan kami terkait honorarium untuk pengelola IPK". (Interview on 02 February 2021).

According to Mrs. Kamalia Sutra Dewi, S.Psi as Section Head of PTK and GPA:

"Untuk besaran honorarium pengelola IPK di Kabupaten Barito Utara terbilang masih rendah apabila dibandingkan dengan honorarium pengelola IPK di daerah lainnya". (Interview on 02 February 2021).

Based on the results of observations made, it is known that IPK management personnel receive incentives in the form of honorarium for IPK managers in the amount of Rp. 150.000, - up to Rp. 200,000, - per month disbursed every 3 months. Based on the results of interviews and observations made, from the disposition variable it can be seen that the Manpower and Transmigration Office and UKM of North Barito Regency have a good commitment to the implementation of this policy.

Based on the results of interviews, recruitment or selection of honorary employees assigned to help manage the GPA based on the leadership's assessment. Meanwhile, the recruitment of CPNS is under the authority of the Agency for Personnel and Human Resources Development (BKPSDM) of North Barito Regency. as we know that to become a civil servant, one must pass several CPNS selection procedures which are carried out openly and take place using the CAD system consisting of 3 stages, namely the first stage of administrative selection, the second stage of Basic Competition Selection (SKD) includes: 1) National Insight Test (TWK), 2) General Intelligence Test (TIU), and 3) Personal Characteristics Test (KTP). The third stage is the Field Competency Selection (SKB) which includes: field substantive tests, psychological tests, interviews, physical tests, skills tests for several positions.

Job Introduction Functional Positions are positions that have the scope, duties, responsibilities, authorities, and rights to carry out inter-work service activities. has a role as a job introduction who deals directly with the community, collects job vacancies, through communication and telecommunications media or directly looks for job vacancies to companies. Job vacancy data entry, providing job vacancy information and assisting job seekers in inputting relevant data into Online Job Market Information, as well as providing information to employers regarding the availability of the required workforce.

Incentives basically aim to increase employee morale so that they can carry out their duties more optimally. For employees, providing incentives beyond the salary they receive makes them feel valued. With a limited budget, the Head of the Manpower and Transmigration Office of North Barito Regency is committed to implementing this policy.

4. Bureaucratic Structure

The disposition aspect is supported by the bureaucratic structure. The bureaucratic structure includes the dimensions of standard operating procedures that will facilitate and uniform the

actions of policy implementers in carrying out their duties. The organizational structure of the Manpower and Transmigration Office and UKM of North Barito Regency clearly describes the separation of work, duties and functions of each field. In this organizational structure the pattern of coordination that exists places the Head of Service as the highest official where each field is connected by a chain of command directly to the head of the service.

The results of the interview with Mrs. Kamalia Sutra Dewi, S.Psi regarding the current bureaucratic structure in the PTK and GPA sections, according to her, are appropriate, where the task of manpower placement and the task of disseminating labor market information are closely related. If the two are separated from one another, the relationship between activities and functions will be limited.

“Pengelolaan informasi pasar kerja di bawah tanggungjawab seksi IPK dan PTK sudah tepat karena hubungan aktivitas antar kedua tugas tersebut saling berkaitan”. (Interview on 02 February 2021).

In carrying out their duties, IPK managers also coordinate with other agencies such as the Department of Population and Civil Registration of North Barito Regency regarding personal data of job seekers. Based on the results of an interview with one of the GPA operators:

“Dalam proses input data pencari kerja seringkali gagal karena ketidaksesuaian data antara data di system kami dengan data kependudukan yang dimiliki Disdukcapil”. (Interview on 02 February 2021).

According to Mrs. Kamalia Sutra Dewi, S.Psi:

“Ketidaksamaan data ini membuat pelayanan kepada pencari kerja tertunda karena harus konsolidasi data terlebih dahulu. Wewenang konsolidasi data kependudukan berada pada Disdukcapil, kami tidak bisa memaksa pihak Disdukcapil untuk segera melakukan konsolidasi data”. (Interview on 02 February 2021).

The implementation of the labor market information policy does not yet have SOPs for work procedures. According to an interview with Mrs. Kamalia Sutra Dewi, S.Psi:

“Peraturan Daerah yang mengatur tentang Informasi Pasar Kerja belum ada, saat ini masih mengacu pada Peraturan Menteri Tenaga Kerja dan Transmigrasi Nomor: PER.14/MEN/IV/2006 tentang Tata Cara Pelaporan Ketenagakerjaan di Perusahaan. Sebagaimana diatur dalam Pasal 2 menyatakan bahwa pengusaha wajib membuat laporan ketenagakerjaan sesuai dengan keadaan yang sebenarnya, baik pada kantor pusat, cabang maupun pada bagian perusahaan yang berdiri sendiri. Dalam laporan tersebut harus memuat keterangan yang salah satunya adalah laporan atau informasi kesempatan kerja”. (Interview on 02 February 2021).

In the Implementation of the Job Market Information Policy through the Online Job Exchange at the Manpower and Transmigration Office of North Barito Regency, it can be measured through SOPs or work procedures and fragmentation where fragmentation is the distribution of responsibility for a policy to several different agencies so that it requires coordination. In general, the greater the coordination required to implement the policy, the less likely the program or policy will be successful.

Based on the results of observations and interviews with informants, from the bureaucratic structure variable, it is known that the implementation does not have a stipulation, namely the

standard operating procedure (SOP) which is the reference or benchmark for assessing the success of a program. However, in its implementation there is always coordination and supervision.

Barriers to the Implementation of the Labor Market Information Policy (GPA) at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency.

Based on the results of observations and interviews with Mrs. Kamalia Sutra Dewi, S.Psi that have been carried out, the researchers divide the problems stated above into 2 (two) factors that become obstacles in the implementation of the website-based online job market information policy at the Department of Manpower, Work, Transmigration, Cooperatives, Small and Medium Enterprises in North Barito Regency, namely the agency's internal factors and the agency's external factors.

The implementation of the labor market information policy at the Manpower and Transmigration Office of North Barito Regency is influenced by the problems that exist in the Manpower and Transmigration Office of North Barito Regency. The implementation of this policy has not been maximized due to the lack of socialization activities for this policy. Here are the results of the interview:

“Sosialisasi yang kami lakukan saat ini terbatas pada saat pencaker maupun pihak perusahaan datang ke Disnakertranskop dan UKM. Hal ini disebabkan keterbatasan personil dan juga terbatasnya anggaran yang kami miliki, pegawai yang statusnya PNS di seksi ini hanya saya sendiri, sedangkan untuk seksi PTK dan IPK seharusnya memiliki pejabat fungsional pengantar kerja. apalagi saat ini pandemi covid-19 masih mewabah kami juga takut untuk turun ke lapangan. tetapi, kami tetap menghimbau pihak perusahaan untuk bisa melaporkan lowongan kerja langsung lewat aplikasi website yang sudah tersedia dari Kemenaker saat mereka datang ke Dinas untuk melapor lowongan kerja”. (Interview on 02 February 2021).

Another problem is the lack of facilities such as service rooms that are not in accordance with SOPs. The interview results show:

“Kami juga kekurangan dalam hal fasilitas, ruangan pelayanan untuk pembuatan kartu AK-1 yang juga sebagai ruangan kerja seksi PTK dan IPK masih belum sesuai SOP ruangan pelayanan publik’. (Interview on 02 February 2021).

The next problem is that the location of the company's operations in North Barito Regency is generally in a sub-district area far from Muara Teweh. According to the interview:

“Faktor lokasi, perusahaan-perusahaan yang beroperasi di Kabupaten Barito Utara umumnya bergerak pada bidang pertambangan batu bara dan perkebunan kelapa sawit ada juga perusahaan gas untuk pembangkit listrik, lokasinya pun tersebar di beberapa kecamatan, dengan kondisi personil saat ini, rasanya kami juga belum mampu secara maksimal untuk turun ke lapangan untuk memberikan sosialisasi sekaligus pendampingan ke perusahaan-perusahaan terkait layanan IPK secara online ini”. (Interview on 02 February 2021).

Another problem is the content of the policy, which can change at any time and the absence of a Regional Regulation/Regent Regulation that explicitly regulates the obligations of companies or employers to report job vacancies online. According to the interview:

“Sebenarnya pihak perusahaan yang beroperasi di Kabupaten Barito Utara ada yang mengetahui dan juga yang tidak mengetahui akan layanan IPK pada Disnakertranskop-UKM Kabupaten Barito Utara, akan tetapi karena seringnya aplikasi IPK melalui Bursa Kerja Online (BKOL) berubah-ubah yang mengharuskan perusahaan membuat akun baru untuk login, mereka kelihatannya kurang berminat melaporkan lowongan kerja melalui website tersebut dan lebih memilih datang langsung ke Disnakertranskop dan UKM Kabupaten Barito Utara untuk melapor serta menurut mereka Password key number yang diberikan pada saat membuat akun hilang atau lupa, karena sering terjadi pergantian karyawan”. (Interview on October 26, 2020).

“Belum adanya aturan yang secara tegas mengatur terkait kewajiban perusahaan untuk mempublikasikan lowongan kerja melalui IPK Online, kami hanya bisa menghimbau kepada pihak perusahaan untuk mendaftarkan perusahaan pada IPK online”. (Interview on 02 February 2021).

There are other obstacles from external factors. Based on the results of the interviews, namely:

“Sebenarnya pihak perusahaan/pemberi kerja yang beroperasi di Kabupaten Barito Utara ada yang mengetahui akan layanan IPK pada Disnakertranskop-UKM Kabupaten Barito Utara, mungkin karena adanya perubahan aplikasi IPK yang mengharuskan perusahaan membuat akun baru untuk login, mereka menjadi kurang berminat melaporkan lowongan kerja melalui website tersebut, lebih memilih datang langsung ke Disnakertranskop dan UKM Kabupaten Barito Utara untuk melapor”. (Interview on 02 February 2021).

Based on the results of interviews with company representatives that the researchers found, the researchers concluded that there were 2 reasons that influenced the implementation constraints from external factors, namely changes in the company's management structure; and There is an attitude of not reporting online for reasons of empowering local residents.

CONCLUSSION

Implementation of labor market information at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency includes: Communication between the government, companies, and the community is still not optimal. Policy socialization is still lacking and tends to be passive, limited to when people come to the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency; Resources, employees/personnel, both in number and in authority, are still lacking, such as the absence of functional officers who introduce work. The budget for official travel in the context of socialization, data collection and assistance activities is relatively small; in terms of disposition, the implementation of labor market information is quite good, the delivery of labor market information by the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency uses 2 (two) ways, namely manually and through online media. Manually by letter announced on the bulletin board or read on the radio; and the Bureaucratic Structure is good, the selection of employees is based on the leadership's assessment and through procedures with certain requirements.

Barriers that have been experienced in implementing labor market information at the Department of Manpower, Transmigration, Cooperatives, Small and Medium Enterprises, North Barito Regency include: Lack of socialization activities due to limited budget and lack of

personnel. A public policy will not work as expected if it is not supported by the ability of the employees/staff to implement the policy itself; The contents of the policy are subject to change at any time; The absence of regulations that explicitly regulate the obligation to report online employment; Frequent turnover of account management employees at the company; and Attitude The company prefers to report manually.

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