

## **Effectiveness of Implementation and Management of E-Makaryo Application in Reducing Unemployment Rate in Central Java Province**

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### **Abstract**

The E-Makaryo application is a labor market application that is presented online and developed by the Central Java Provincial Government. The E-Makaryo application which was formed through the Decree of the Head of the Central Java Provincial Manpower and Transmigration Office Number 1024 of 2020 concerning the Online Job Exchange and Labor Market Information Service System (E-Makaryo) in 2020 is managed directly by the Government. Central Java Provincial Manpower and Transmigration Office. In this regulation, there are 9 main objectives for its implementation in the hope of reducing unemployment in Central Java Province. The purpose of this study is to determine the level of effectiveness of the E-Makaryo application in reducing unemployment in Central Java. This research will involve application providers and also users, namely the people of Central Java. The research method uses descriptive qualitative method with data collection techniques through in-depth observation and other supporting data. The theory used in this research is Hoffman and Bateson's development theory of services (action, effort, or performance). Another theory used is the 4 characteristics of effectiveness proposed by (Steers, 1985). The results of this study indicate that the application of the E-Makaryo online job market has not reached the maximum stage caused by the lack of activities to encourage people to recognize and use the E-Makaryo application. Other factors such as supporting information on the application system and service channel factors are still many obstacles in using the E-Makaryo application considering that the application still often causes errors. Based on these problems, researchers have suggestions for application providers to actively conduct socialization to introduce and encourage people, especially Central Java, to use the E-Makaryo application. In addition, application providers can also continue to improve the system by completing the information needed by the community.

### **Keywords:**

e-government; e-makaryo; effectiveness

### **Introduction**

Globalization is a phenomenon whose existence is expected to be able to realize efficiency and effectiveness in various countries in the world. Advances in technology, communication, and transportation as one of the factors for the advancement of globalization have become everyone's mobility today. With technological advances, especially in terms of information, people can access information quickly, precisely, and accurately and can be reached in a wide and borderless area. Even today there has been a convergence of technology between computer technology, electronics, telecommunications, and broadcasting, as if everything does not recognize national

geographical boundaries (Dwiyanto, 2005). This rapid technological advancement has been applied to various fields of life, economy, industry, government, as well as many other fields.

Technological advances can certainly support the realization of the effectiveness and efficiency of government services aimed at the community. All government efforts in realizing good governance cannot be separated from the use of technology, information and communication. Of course, this must also continue to develop along with globalization itself. The government in its role has an obligation and duty to provide good and fair public services for all its citizens. To fulfill this obligation, the government must try to improve its services by utilizing information technology in accordance with existing circumstances and organizational needs so that it is able to process data quickly, effectively, and efficiently and is able to produce precise, accurate, and fast information. In meeting these needs, the government should develop electronic-based services or E-Government.

According to (World Bank, 2012), e-government is the use of information technology (such as Wide Area Networks, the Internet, and mobile computing) by government institutions that have the ability to establish relationships/communications with citizens, businesses and between various government institutions.

Technology (e-government) can be used for a variety of purposes: better government services to the public, improved interaction with business and industry, community empowerment through access to information, or more efficient government management. The resulting benefits can be reduced corruption, increased transparency, greater convenience, revenue growth, and/or reduced costs (Sirat, 2013).

In this digital era, E-Government which continues to develop from time to time will make it easier for the government to handle various matters such as public services, monitoring public health, and so on. Indonesia itself is ranked 116th in the EGDI (E-Government Development Index) based on a survey conducted by the United Nations (UN) in 2017. (Wikantika & Dkk, 2017). Although until now there have been many efforts made by the government to build an E-Government system in Indonesia, there are several factors that affect the effectiveness of the running of these innovations. The rapid growth of technology today coincides with increased economic growth. The growth of the economic sector is a very important indicator in the development of a country. Economic growth itself is an increase that illustrates that the economy of a country or region can develop with good results (Amir, 2008). (Amir, 2008). The development of the economy will certainly be influenced by various factors, one of which is the unemployment rate in a region.

Indonesia is an archipelago with a population of 278.696 million. (Central Bureau of Statistics, 2023) which is spread across various regions. Judging from the existing BPS data, there

is an increase in the population in Indonesia every year.

**Table 1.**

**Population of Indonesia in 2021-2023**

<b>Country</b>	<b>Mid-Year Population (In Thousands)</b>		
Year	2021	2022	2023
Indonesia	272.682,5	275.773,8	278.696,2

*Source: Central Bureau of Statistics*

Indonesia's very large population certainly has more than enough human resources to encourage the success of economic development. However, if seen from the other side, too many human resources owned if not balanced with the breadth of employment opportunities, it will cause unemployment problems. Mamang, until now unemployment is still one of the problems that the government has not been able to solve.

The imbalance between the number of ready workers and job opportunities that continues to increase every year results in tighter competition between job seekers. The government has a responsibility and plays a very important role in providing convenience to job seekers to be able to find jobs easily by utilizing existing technology.

One of the provinces in Indonesia, Central Java Province, has a population of 37.032 million people. (Ahdiat, 2023) which means that Central Java Province has the third largest population in Indonesia. Unfortunately, the human resource potential of Central Java Province is not proportional to the existing unemployment rate, which is 5.59% in 2021, 5.57% in 2022, and 5.24% in 2023 or as many as 1.10 million people.

Although the unemployment rate in Central Java Province continues to decline, the economic growth is still arguably low. Therefore, in an effort to reduce the unemployment rate in Central Java Province, an innovation was initiated by the Central Java Provincial Manpower and Transmigration Office (Disnakertrans), namely the creation of an online job market called E-Makaryo. The digital era with the development of technology today actually has great opportunities for the Indonesian market. Since the COVID-19 pandemic hit the whole world, the employee recruitment system in Indonesia itself has also developed, for example through various online job exchanges that have been circulating outside such as kitalulus.com, linked, and various other job exchanges that offer WFH (Work From Home) or WFO (Work From Office) jobs.

Research conducted by Wang, Sun & Yan (2012) proved that e-Government governance capabilities, environmental readiness, and organizational support are positively correlated with the effectiveness of e-Government implementation. Other studies conducted by Gichoya (2005), Gil-Garcia and Pardo (2005), and Seddon (1997) reported that the effectiveness of e-Government implementation refers to the quality of the system and the efficiency of e-Government

implementation in government organizations. In other words, they believe that the effectiveness of e-Government implementation is influenced by various factors both inside (internal) and outside (external) the organization.

E-services as we know them today are the efforts or performance of a group or organization using information technology (including the Web, information kiosks, and mobile devices). Typically, e-services are specialized for various purposes such as online shopping, public information, and even job search (Rowley, 2006).

Hoffman and Bateson (1997) also suggest that e-service can be defined as an action, effort, or performance that can include a variety of services supported by the mediation of information technology. In addition, users of electronic services sometimes describe them as a relatively unpleasant experience, due to the absence of face-to-face interaction, which is seen as important in relationship development (Zeithaml, Parasuraman, & Malcolm, 1997). Examining the research of the Harvard JFK School of Government in Indrajit (2006), applying the concept of digitization to the government sector or public sector there are three elements that must be owned. These elements are the supporting element which means direct support from the government and society in the development process, the capacity element which has the purpose of resources both financial, infrastructure, and human resources, the last element is the Value element which means the assessment of the benefits obtained by the government as a service provider and also the community as a recipient of e-Government services. Electronic services commonly used for the public sector are one form of means that can be utilized by the community and the government itself in particular by reducing the potential for internal and external conflicts of interest (Lindgren, 2013).

The establishment of the E-Makaryo application developed by the Central Java Provincial Manpower and Transmigration Office in August 2019. (jatengprov.go.id, 2023) The E- Makaryo application was created in August 2019 with several objectives, namely (1) making it easier for the people of Central Java to find work, (2) providing job information for the people of Central Java, (3) making it easier to trace the history of Labor Acceptance, and (4) creating competitiveness among other online job market applications. It is hoped that the E- Makaryo application can reduce the TPT (Open Unemployment Rate), especially in Central Java Province.

E-Makaryo was initially formed due to the massive layoffs carried out by companies in Central Java, which resulted in an increase in unemployment for the people of Central Java itself. From the data obtained, most of the unemployed are in the age range of the productive group. This is what made the Central Java Provincial Manpower and Transmigration Office innovate to create an IT-based E-Makaryo online job market.

The procedure for using the E-Makaryo application is actually the same as other online

job market applications. Users who are specifically Central Java residents are required to register an account first, after which the user can fill in complete biodata in accordance with the available fields. After filling in the data is complete, then users can see a list of active job vacancies to be able to submit applications that match the criteria of job seekers.

The application of information technology (IT) in government has a very important role in facilitating public service activities. The application of IT in various forms of public services within the government has a strategic value in Presidential Instruction No. 03 of 2003 concerning National Policy and Strategy for E-Government Development. The application of IT is considered capable of answering the challenges of changing work culture for the better, IT is also able to create the desired work system, namely transparent and accountable government in providing services to the community. Electronic service system (E-Service) according to Rowley (2006) is "...actions, efforts, and performance whose delivery is mediated by information technology. This electronic service includes elements of e-tailing services, customer support, and services".

The market segment targeted by the online job market conducted by the Central Java Provincial Government is the people of Central Java Province by simplifying the socialization of all existing job market information. This aims to increase public satisfaction, especially job seekers in terms of being able to obtain complete, accurate, and fast information about available job vacancies.

But in reality, the E-Makaryo online job exchange website is still far from satisfactory for its users, especially for job seekers. The E-Makaryo website sometimes experiences problems with information access speed, network constraints, and constraints from service providers to service channels. The Central Java Provincial Government represented by the Manpower and Transmigration Office as a service provider is also responsible for the lack of socialization of the E-Makaryo application so that there are still many people in Central Java who are not familiar with this online job exchange site. This is evidenced by the following table:

**Table 2.**  
**E-Makaryo User Data Until 2021**

<b>Year</b>	<b>E-Makaryo Users</b>	<b>Registered Job Seekers</b>
2019	10.976	300.098
2020	45.292	423.342
2021	210.940	488.749

*Source: Central Java Provincial Manpower and Transmigration Office*

In measuring this success, researchers looked at the effectiveness of using the E-Makaryo application among the community and leaders of the Central Java Provincial Manpower and Transmigration Office. In their article, Nasa, Suryaningsih, & Subowo (2014) developed 4 factors

that influence effectiveness, namely:

1. Environmental Characteristics

The characteristics of the environment in this study will look at the overall number of respondents to the effectiveness of online job applications and also from the organizational side of how they build community perspectives on the use of E- Makaryo.

2. Organization Characteristics

Organizational characteristics in this study will look at how the Manpower and Transmigration Office of Central Java Province manages this online job exchange or E- Makaryo in tackling the open unemployment rate in Central Java.

3. Worker Characteristics

The characteristics of workers in this study will be addressed to people who have filled out the questionnaires that have been distributed. In the questionnaires that have been distributed, there are limitations to the research:

- a. Community knowledge about the program to the use of E-Makaryo
- b. Community views on the effectiveness of E-Makaryo

4. Management Policies and Practices

The policy and practice of managing E-Makaryo has been regulated in the Central Java Provincial Government Regulation in the Decree of the Head of the Central Java Provincial Manpower and Transmigration Office Number 1024 of 2020 concerning the Online Job Exchange and Labor Market Information Service System (E -Makaryo) in 2020.

Until now, the Central Java Province online job market application, E-Makaryo, continues to be developed. There are already 915 employer companies with a total of 475,301 million users who have registered their accounts.



**Figure 1. Data on the number of E-Makaryo users**

*Source: Central Java Provincial Manpower and Transmigration Office*

This research begins with some basic research that causes problems and results in the ineffectiveness of the E-Makaryo online job market. It can be described that the problem is (1) seen from the purpose of application users with the number of unemployed there is still a considerable gap, this is because the Central Java Provincial Manpower and Transmigration Office seems to lack socialization activities to the community, especially productive age. (2) The community has not been able to utilize the facilities optimally due to lack of knowledge about this E-Makaryo application. (3) The website system is not yet optimal, in this case the website is still often found bugs and network channel interruptions, and users feel less attractive with the website display. (4) The management of the website by the service provider, the party is the Central Java Provincial Manpower and Transmigration Office in conducting research and website development which results in incomplete information listed on existing job vacancies. Many information that should be important for E-Makaryo users must be missed because the information on the Makaryo website is incomplete. (5) There is no follow-up information if after sending a job application through E-Makaryo, whether the user passes the selection stage or not, there is no further information about this.

Also supported by initial research data obtained internally, there are several indications of problems related to the effectiveness of the E-Makaryo online job exchange system such as:

1. When viewed from the number of open unemployment with the number of active users, the comparison is still very far so that this application cannot be considered effective in reducing open unemployment.
2. There are still many levels of open unemployment in Central Java Province that have not been absorbed by employment, which means that the level of labor absorption is not optimal.

The Central Java Provincial Manpower and Transmigration Office as a service provider has the responsibility and duty to fully manage and supervise all types of information related to the labor market involving employers and job seekers in Central Java. The service provider here has a very important meaning and role in fulfilling the quality of service from E-Makaryo, this will be reviewed from several aspects, one of which is the efficiency aspect. The efficiency of services provided by the Central Java Provincial Manpower and Transmigration Office is an accuracy in a service. Efficiency can be seen from the completeness of information that can be accessed, the speed of service that can be felt by users and of course the ease of access to the website anywhere and anytime. In accordance with these aspects of efficiency, the E-Makaryo application still cannot be said to be as efficient as the online job market application.

The article written by Andi Muh Fikram et al states that the implementation of e-service in the work foam and the supporting factors and inhibiting factors encountered at the Gowa

Regency Manpower and Transmigration Office resulted in the fact that e-service in the job market has not achieved maximum goals when viewed from the aspects of service providers, service procedures, service users and service channels. While Yulia Khairunnisa et al stated that the level of effectiveness of the application of the online job market application at DPMPTSP Solok City was not effective because it was caused by internal and external obstacles in the form of low understanding of the community in using the application. Similar results were also found in the research article of Kiki Wulandari et al, which stated that e- service in E-Makaryo has not reached the maximum target and has not been able to provide satisfying services for its users.

Therefore, this study entitled Effectiveness Level of Implementation and Management of E- Makaryo Application in Reducing Unemployment in Central Java Province will discuss the effectiveness of the use of E-Makaryo which aims to evaluate and improve the shortcomings that still exist. The ultimate goal of this study is to provide suggestions and input to the manager of E-Makaryo, namely the Central Java Provincial Manpower and Transmigration Office as a consideration for making improvements to the innovation.

## **Methods**

This research uses descriptive quantitative research methods. Sugiyono (2016, p. 7) explains that quantitative research methods are methods based on the philosophy of positivism, used in researching samples and research populations. Quantitative research is research that presents data in the form of numbers as the result of its research. Descriptive research method is a method in researching the status of human groups, an object, a condition, a thought, or a current event. Descriptive methods are used to create a picture or description systematically, factually and accurately about existing phenomena. Quantitative descriptive research is research that describes variables as they are supported by data in the form of numbers generated from actual circumstances. This study uses data collection techniques through questionnaires, observations and interviews. The type of sampling used is simple random sampling. The sample used amounted to 100 respondents taken from the community in Central Java Province. Data analysis techniques used in this study include quantitative data analysis techniques and descriptive data analysis techniques.

## **Results and Discussion**

The Central Java Provincial Manpower and Transmigration Office as a service provider has duties and responsibilities in managing information related to the labor market. On the other hand, service providers have an important role in knowing the quality of E-Makaryo services that

will be reviewed from:

There are four factors that affect effectiveness, namely (Steers, 1985):

1. Organizational Characteristics (Manpower and Transmigration Office of Central Java Province)

According to Bernburg & Krohn (2003), labeling is a consequence of the social structure that is the driving force to move groups to deviate. The deviation in question is not optimal and maximum work done by the organization. Berry, et al (1999) suggested that schema is the process of shaping the personality of a person or organization that affects long-term life development, including character.

Organizational characteristics consist of structure and technology. This factor will regulate the extent to which organizational members can make decisions. The organization referred to in this study is the Manpower and Transmigration Office (Disnakertrans) of Central Java Province.

E-Makaryo is a job market application developed by the Central Java Provincial Manpower and Transmigration Office which has been around since 2019. This application has the main objective to facilitate the people of Central Java in finding jobs in the Central Java Province area. In the formation of this application, the Central Java Provincial Manpower and Transmigration Office has a team formed specifically to manage this job market. Of course, the formation team is included in the additional duties carried out by employees of the Central Java Provincial Manpower and Transmigration Office.

Research through interviews was conducted by researchers as the basis for making this study. The results of interviews with the Central Java Provincial Manpower and Transmigration Office to disseminate information related to the labor market have been carried out in various ways such as Job Fairs, visits to high schools and vocational schools, to universities spread throughout Central Java.

From the results of interviews that have been conducted by researchers at the Central Java Provincial Manpower and Transmigration Office, there are internal obstacles. Actually, the Manpower and Transmigration Office of Central Java Province is trying to continue to develop this application. However, there are indeed many main tasks that must be completed first before working on additional E- Makaryo management tasks. The obstacle comes from the lack of human resources owned by the Central Java Provincial Manpower and Transmigration Office because most workers perform concurrent tasks that are not the main tasks of the workers. This causes the development and management of the E-Makaryo application to not be the main focus of the application management team. Application development and management becomes an additional task that can be carried out when the

main task has been completed. In practice, the main tasks and main functions of the E-Makaryo application management team take up more time in their daily lives, so updating information in the application is not the main focus.

This can actually be avoided by adding human resources with special abilities to process, manage and develop the E-Makaryo online job market. So that there is no "stunting" in this online job market owned by Central Java Province, considering that the unemployment rate in Central Java is quite high and is not balanced with maximum facility innovation.

## 2. Environmental Characteristics

The environmental characteristics in this study took a sample of 100 respondents spread across Central Java through Google form. The frequency distribution of respondents' demographic information can be seen in Table 1. Respondents can be categorized into two main groups, namely respondents involved who are looking for work and respondents who are already working. The age group of respondents involved in this study is quite representative as most respondents are under 26 years old, and some are over 26 years old. More than 80% of the respondents had at least a Diploma degree, indicating that they had sufficient knowledge.

**Table 3.**  
**Respondent Profile**

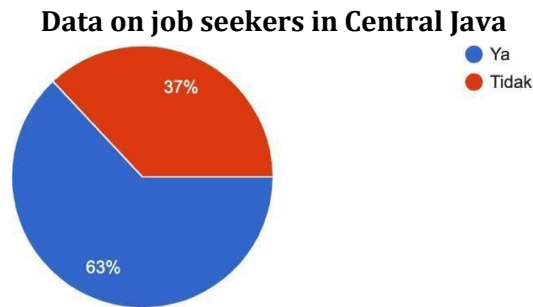
Demographic variables	Frequency	Percentage (%)
Gender		
Men	41	41,0%
Female	59	59,0%
Total	100	100,0%
Age		
15-25 years old	66	66,0%
26-35 years old	27	27,0%
36-45 years old	6	6,0%
46 years and above	1	1,0%
Total	100	100,0%
Education Level		
Junior high school/equivalent	3	3,0%
SMA/SMK/equivalent	14	14,0%
Diploma I	1	1,0%
Diploma III	15	15,0%
Diploma IV	8	8,0%
Bachelor (S1)	52	52,0%
Master (S2)	6	6,0%
Profession (Pr)	1	1,0%
Total	100	100,0%

*Source: Research Data*

As seen in Diagram 1, 63% of respondents stated that currently there are still many people in Central Java who are looking for work. These results can be balanced with the level of open

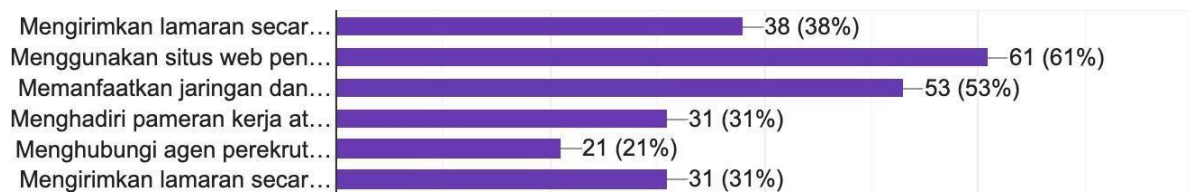
unemployment in Central Java which is still quite a lot.

**Diagram 1.**



*Source: Researcher, from the results of data processing*

Most job seekers answered that they looked for work through various online job exchanges as much as 61% and some respondents also looked for work by utilizing networks and recommendations from friends. These results can be seen from the results of the researcher's processing in Graph 1.



**Graph 1. How people find jobs in Central Java**

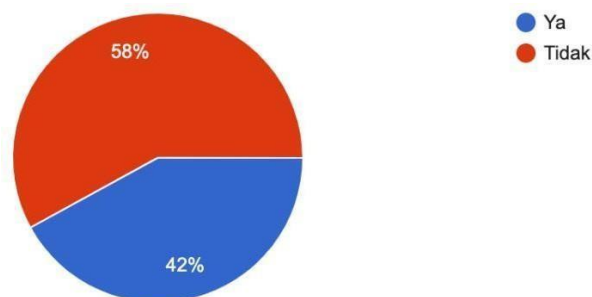
*Source: Researcher. From the results of data processing*

However, there were also many other answers from respondents who said they looked for jobs through Job Fairs, social media, digital media, and mass media. This can actually be utilized by the Central Java Provincial Manpower and Transmigration Office to provide information on job vacancies through its job market.

Unfortunately, most respondents do not know the existence of the online labor market apparatus owned by the Central Java Provincial Manpower and Transmigration Office. When viewed from the results, perhaps the socialization carried out is still lacking in the breadth of information provided to the public. As evidenced by the survey results, 58% of Central Java people do not know about the application.

**Diagram 2.**

**Public knowledge of the E-Makaryo application**



*Source: Researcher. From the results of data processing*

So, it can be said that if you look at the results of the survey of respondents, the level of public knowledge of the E-Makaryo application is still relatively low. Some who answered "yes" knew about this application from friends' recommendations, through digital media, Job fairs, and employees of the Manpower Office and Central Java Province.

The socialization of the E-Makaryo application, which has not been evenly distributed to all levels of society in need, has made this application not yet fully known by the community, especially the people of Central Java. The socialization that has been carried out so far is small and limited in scope. The creation of advertising promotions by involving influencers has also been carried out but did not have a significant impact.

### 3. Worker Characteristics (app user community)

Bredemier & Shields (1995, in Doty 2006) state that experts conclude that character is an internal state contained in behavior and related to personality. Behavior or character can be a response.

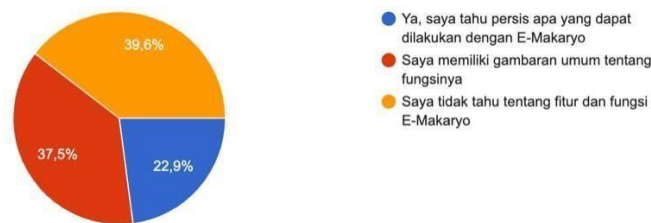
The characteristics of workers in this study are seen from application users or those who know the E-Makaryo online job market application managed by the Central Java Provincial Manpower and Transmigration Office. There are several in-depth questions from researchers asked through Google forms that have been distributed. Before asking further about the E-Makaryo application, researchers first asked about the effectiveness of finding a job or applying for a job online. Most answered that current technology is very useful and can help them find and get jobs both remotely and working from the office. Given the current technology is very supportive in doing everything through the internet (IoT).

The researcher then asked the respondents about their understanding of the E-Makaryo application which was created to facilitate the people of Central Java in finding jobs. Respondents with the option of knowing E-Makaryo clearly, only have a general description of the E-Makaryo application in the sense that this group of respondents has used a similar

[E-Makaryo job search application or has even used E-Makaryo. The Makaryo application as an online job search media, and only hearing but not knowing its usefulness and function are almost balanced, in terms of only hearing but not knowing its usefulness is a form of lack of information, promotion and socialization carried out by service providers so that people only know its name but do not know its function and usefulness.

**Diagram 3.**

**Central Java Community Understanding of the E-Makaryo Application**

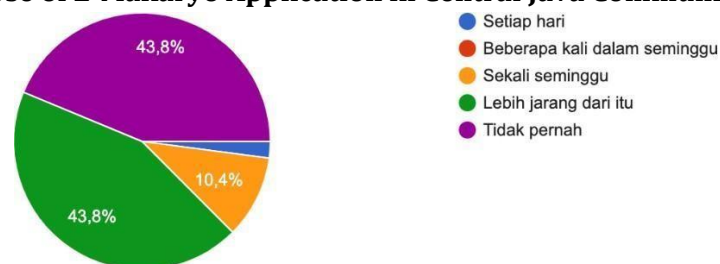


*Source: Researcher. From the results of data processing*

Unfortunately, more people only know the app, but do not know the uses and functions of the E-Makaryo app. Many of them have never even used the E-Makaryo app. The level of public ignorance of the E-Makaryo online job market. The Central Java Provincial Government should be more active in socializing, promoting, and even disseminating information by utilizing all available media such as social media (Instagram, Facebook, etc.) to inform the wider community that there is an online job market called E-Makaryo whose presence can be greatly utilized by the community, especially job seekers, and can reduce the value of unemployment in Central Java and reduce poverty in Central Java.

**Diagram 4.**

**Use of E-Makaryo Application in Central Java Community**

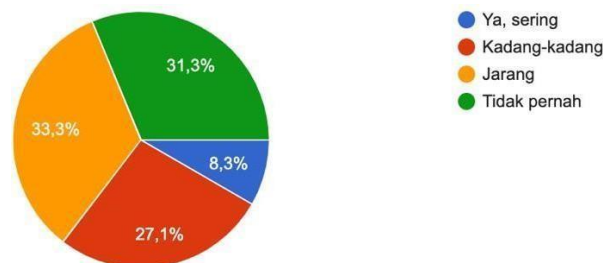


*Source: Researcher. From the results of data processing*

For the community of active E-Makaryo users, there were more in-depth questions about the effectiveness of using the application. The results, with 5 different levels namely very easy, quite easy, easy, difficult, and very difficult. From the survey results, according to respondents who have used the application, it is considered quite easy to use. Basically, this online job exchange application is very easy to use if users know every function and use of the bottom of the website. This E-Makaryo website is designed to make it easier for users to

use and explore the website, it's just that the appearance of the website design is still too basic so it is boring and less attractive. Application users make good use of the facilities provided by the Central Java Provincial Manpower and Transmigration Office. They get job information that matches the qualifications given by the employer. Although at first glance from the appearance, employment is mostly given to high school or vocational school graduates. However, it is not uncommon for job seekers who are looking for work not to get jobs that match their qualifications. This is evidenced by the respondent data which can be seen in diagram 5.

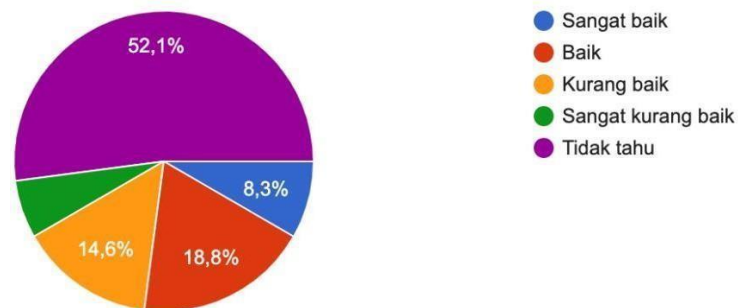
**Diagram 5.**  
**Respondent data related to the suitability of existing information with their qualifications**



*Source: Researcher. From the results of data processing*

In addition, application users who have registered for an E-Makaryo account, some of the respondents have applied for jobs through the application. Researchers utilize respondents who have applied for jobs on the application to measure the effectiveness of the application on users who have applied for jobs through E-Makaryo.

**Diagram 6.**  
**Response to applying for jobs through E-Makaryo from people who have been**



*Source: Researcher, from the results of data processing*

From the results of respondents' answers after sending applications through E Makaryo, it is stated that the incoming applications can be managed properly. This is evidenced by the

answers of 79.2% of respondents who have applied for a job through this application and received a response or feedback from the employer company. However, not all answered this, because there were still many respondents who sent job applications but there was no further information about the application.

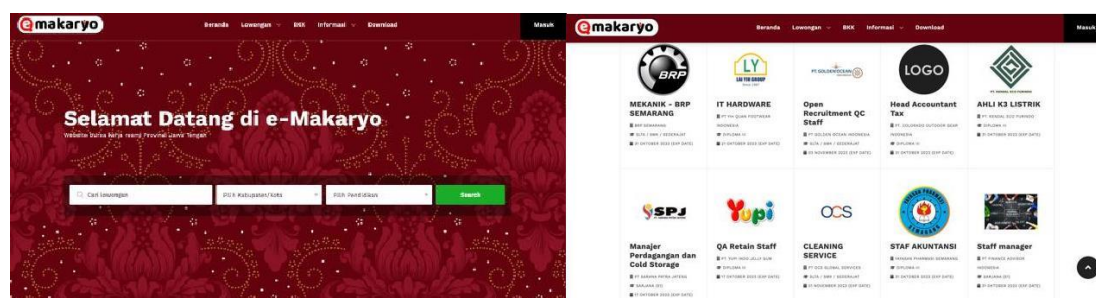
This research also found criticism regarding the unsuitability of the application in helping to find work in Central Java society. This can be proven in the next question regarding the obstacles faced by users of the E-Makaryo online job market application. The researcher's question uses an input box which can be concluded that the biggest obstacle that occurs in this application is the incompleteness of information both in the E-makaryo system and from employers.

In addition, the obstacles felt by other application users are websites that often error and the absence of applications on mobile apps such as the App Store or Play Store. Many respondents also answered that the E-Makaryo application was difficult for job seekers to understand which caused job seekers not to be interested in the E-Makaryo application.

From the results of research on worker characteristics aimed at E-Makaryo application users, the Central Java Provincial Manpower and Transmigration Office as an online labor market service provider (E-Makaryo Application) has the duty and responsibility to fully manage everything related to E-Makaryo. Makaryo. The effectiveness of this online labor market service (E-Makaryo) is still at a low level based on the results of existing questionnaire data.

So it can be concluded that based on the results of existing respondent data, most respondents regretted that there were several obstacles when the respondents used E-Makaryo, some of which were incomplete information related to job vacancy specifications contained in the application. The E-Makaryo application and also the E-Makaryo website design that is displayed are less attractive. Information in this case refers to the content section and includes the achievement and layout of factual information on the E-Makaryo web.

It can be seen that the E-Makaryo website page has content that is still related to labor market information to job vacancies available within the scope of the Central Java region. Other additional information such as specific job information, the amount of salary to be received, the number of job seekers who apply, and others are still not well conveyed.



**Figure 2. Initial View of E-Makaryo Website**

Source: E-Makaryo website ([athttps://bursakerja.jatengprov.go.id/](https://bursakerja.jatengprov.go.id/))

The appearance of the landing page of the E-Makaryo website is also still very basic and less attractive, this can trigger the level of user satisfaction with E-Makaryo because the initial page of the website is less attractive and informative. The E-Makaryo website also cannot be said to be easy to use because there are still many obstacles in its use.

#### 4. Management Policies and Practices

A good policy is one that clearly aims to achieve the desired goals (Armstrong, 2013). The Central Java Provincial Government issued Decree of the Head of the Central Java Provincial Manpower and Transmigration Office Number 1024 of 2020 concerning the Online Job Exchange and Labor Market Information Service System (E-Makaryo) in 2020.

Seeing the high interest of the community in utilizing technology and the internet today makes the Ministry of Manpower of the Republic of Indonesia take advantage of this by collaborating in IT development and expanding employment opportunities according to the labor market. This is what needs to be done by the Central Java Province Manpower and Transmigration Office to increase innovation and utilize existing resources to create technology-based work programs that bring changes to all aspects, especially for the community. With a qualified infrastructure, it is quite important to be able to organize technology-based public sector services. Because if the level of use and utilization of technology is very high if it is not balanced with adequate and appropriate infrastructure, it will not be optimal in the development of information and technology in the public sector. Likewise, the availability of human resources (HR) or employees who must have adequate knowledge and expertise for the development of this E-Makaryo service in order to realize the best, modern, and expected application services.

The preparations made by the management in making this application are actually quite mature, but in its implementation E-Makaryo has not been able to fully answer the challenges faced by the Central Java Provincial Manpower and Transmigration Office. To carry out the nine main objectives of the Online Job Exchange and Labor Market Information Service System (E-Makaryo), there are still obstacles in the dissemination of information and socialization of

implementation from the Central Java Provincial Manpower and Transmigration Office. Socialization of the Online Job Exchange and Labor Market Information Service System (E-Makaryo) has not been carried out massively and thoroughly to all levels of society who need it. Socialization is still hampered by budget allocations and limited human resources. In its implementation, the E-Makaryo application has not been supported by a management team that works independently, so that the information presented in the application cannot be updated regularly. Therefore, support from the Central Java Provincial Government is needed in the form of support for strengthening regulations and budget support as well as human resources.

## **Conclusion**

Public service innovation in e-government through the E-Makaryo application in the form of a digital-based online job exchange and job market information system service makes it easier for Central Java residents to be able to find job vacancy information and apply for work in it. The results showed that the online job market owned by the Central Java Province Manpower and Transmigration Office, namely E-Makaryo, in general, has not reached the maximum level of efficiency. This can be seen from the 4 existing characteristics with details:

### **1. Organizational characteristics:**

The service provider, namely the Central Java Provincial Manpower and Transmigration Office, where the relevant parties have not carried out their duties and responsibilities optimally by not actively conducting promotional and socialization activities about the E-Makaryo application so that there are still many Central Java people who have never used or even known about this online job market application owned by the Central Java Provincial Government. In addition, because the assignment of managing this application is an additional job, the employees of the Central Java Provincial Manpower Office more often carry out their main performance in their respective fields. Thus, the development and management of the E-Makaryo application is not the main focus of the management team so that it can potentially run the application is not optimal and less able to answer the 9 main objectives in it.

### **2. Environmental Characteristics:**

From the results of research using 100 respondents as a sample of the total population in Central Java, many people are concerned about online job market applications. However, many of the respondents do not know the E-Makaryo online job market application owned by the Central Java Province Manpower and Transmigration Office. The lack of socialization and information dissemination is the main reason that the E-Makaryo application is not yet widely

known by the Central Java Community. With so few people knowing and using the E-Makaryo application, the purpose of creating the application has not been fully effective.

### 3. Worker characteristics:

In this characteristic, workers are referred to as respondents who have used the app. Of course, digital innovations like this take time to develop. People who have used the application have a good impression even though there are problems such as errors on the website to their obstacles in finding job information provided by employers. With problems that are still often encountered in using the application, user interest in utilizing the E-Makaryo application will decrease so that job seekers will use other ways to find job information. With distance and time limitations, it will result in job seekers who are far from the location of the employer having difficulty in finding information and applying for jobs so that the unemployment rate which is expected to decrease with the E-Makaryo application cannot be realized.

### 4. Management Policy and Practice:

As a manager, the Central Java Provincial Manpower and Transmigration Office has been very good in trying to reduce the unemployment rate in Central Java Province. The management policy has been regulated in the Decree of the Head of the Central Java Province Manpower and Transmigration Office Number 1024 of 2020 concerning the Online Job Exchange and Labor Market Information Service System (E-Makaryo) in 2020. However, the implementation of socialization and application management is still experiencing obstacles so that the Central Java Provincial Government needs to increase support in the form of strengthening regulations as well as budget support and human resources.

Seeing from the results of the research that has been done, to support the development of the E-Makaryo online job market application managed by the Central Java Provincial Manpower and Transmigration Office, the authors provide the following suggestions:

1. The Central Java Provincial Manpower and Transmigration Office can create a special subfield for E-Makaryo services. In this field there can be a person in charge, an IT team that is ready to serve if there are problems, and a Call Center as a contact person for both job seekers and job providers if there are questions.

In addition, the Central Java Provincial Manpower and Transmigration Office must also be more fluent in socializing the application to all Central Java people who are on the border, not only in big cities.

2. The public can find out direct information about the existence of an online job market owned by the Central Java Provincial Manpower and Transmigration Office, namely E-Makaryo by frequently visiting the website of the Central Java Provincial Manpower and

Transmigration Office which can be accessed at <https://disnakertrans.jatengprov.go.id/> or it is hoped that with this research the public can get direct input and can use the application at <https://bursakerja.jatengprov.go.id/>.

3. Application providers should be able to hear criticism and suggestions from the community regarding the use of E-Makaryo. The website should add a criticism and suggestion column for service users from both the employer and job seeker side.
4. On the basis of this application, which has 9 main objectives, it can be utilized especially by the people of Central Java in making it easier to find jobs that match the characteristics and talent interests of employers and job seekers.

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