Effectiveness of the Job Market Fair in Reducing Unemployment Rates

Nurullaili Mauliddah[1]*, Mochamad Mochklas[2], Asyidatur Rosmaniar[3]

[1,2,3)] Faculty of Economic and Bussines, University of Muhammadiyah Surabaya

Abstract

The study aims determine the effectiveness of the JMF in lowering the unemployment rate. Based on the purposive sampling technique, this studi use descriptive qualitative approach with SWOT analysis to analyze a portrait of strengths, weaknesses, and opportunities and macro and micro challenges to the effectiveness of job market fair implementation in reducing unemployment. The result of this study known that JMF was an alternative in reducing the unemployment rate. Its effectiveness was still relatively moderate through the development of community economic independence, such as helping young people to build independent businesses to form start-ups, so they do not only depend on formal jobs.

Keywords: Job market fair; unemployment rate.

Introduction

Apart from being supported by the two main sectors namely trade and industrial sectors, the economy of Surabaya City is also supported by other variables which also play an important role, namely investment. Investment in an area is an important factor for the region's economic growth, not only for regional output (Kim & Kang, 2020). investment also impacts job opportunities and improves people's welfare (Putra & Arka, 2016). Broad job opportunities will provide greater opportunities for people to improve their living (Mouw, 2003).

The high competition in competing for job vacancies requires the public to gather information (Ambarita, 2013). The policies taken by the government should have an impact on society. Equitable employment opportunities and the availability of job opportunities are important foundations in improving justice for all communities (Dewandaru & Purnamaningsih, 2017). There are still many people who do not know the exact information related to job vacancies (Istianyani, 2010). This is often used by certain individuals to do things detrimental to society (Sari, 2013). The occurrence of fraudulent crimes by utilizing job vacancies, information on job vacancies that are not following the job to be done (Beam, 2016) is a very concern. To anticipate this, the Surabaya City Government organizes a job fair event that is held annually. The job fair is expected to open opportunities and information to people searching for jobs (Coles et al., 2010).

Demand for job vacancies by graduates at both the tertiary and SMA / SMK is very high (Ridwan & Febrianda, 2016). As a Metropolitan City, Surabaya has become one of the urbanization destinations for other regions. This has led to an increasing number of job seekers, resulting in increased competition in finding children's jobs within the city (Stańczyk & Pieczka, 2016). The number of residents moving to Surabaya based on data from the Surabaya City Population and Civil

Registration Office has increased in the past year. In 2017, the number of residents who entered the city of Surabaya was 38,404 people. This number increased to 39,005 people in 2018.

Surabaya's increasing population causes the number of working-age populations (workers) from year to year. This has not been accompanied by developments in employment, which has resulted in unemployment (Syariful, 2018). Based on data from the Surabaya City Manpower Office, until the end of 2017 15,626 job seekers had not been placed. In 2018, the number of new job seekers in Surabaya increased by 8,288 and the number of successful job seekers was 5,805. Until the end of 2018, 15,282 job seekers had not been placed.

In 2015, the number of registered job vacancies was 10,096. In 2016 it decreased to 9,604 and continued to decline in 2017 and 2018 by 8,201 and 8,288. Most of the job vacancies registered in Surabaya come from the sales business field group, professional technician staff, and service business personnel. This is by the vision of the City of Surabaya as a City of Trade and Services.

Literature Review

According to (Stańczyk & Pieczka, 2016), the labor market is the real need and supply of labor or all demand and supply in society with all the mechanisms that allow for productive transactions between people selling their energy and entrepreneurs who need this energy. The job market is a free area where workers can be recruited to fill various positions, such as secretary, mechanic, cashier, etc (Darmawan, 2019). The labor market is placing or working relations through the supply and demand for labor (Lund, 2003).

The labor market's function is to optimally allocate labor among various alternative users in productive work, which provides decent income, a sense of peace and security from the threat of danger, does not worry about losing a source of livelihood, and provides a sense of self-respect and life security (Coles et al., 2010). The functions of the labor market are:

a. As a Means of Distribution of Labor,

b. As a means of obtaining information about employment,

c. As a means of bringing together job seekers and people or institutions who need human resources.

The benefits of the labor market include:

a. Can help job seekers in getting a job so that it can reduce unemployment

b. Can help people or institutions that need labor to find labor

c. Can assist the government in overcoming labor problems

Labor or the working-age population is a population of working age who is ready to do work, namely 15-65 years old. Based on Law No. 13. of 2003, labor is anyone who can do work to produce goods and services to meet the needs of themselves and the community.

Effectiveness

Effectiveness focuses on outcomes (results), programs, or activities considered adequate if the resulting output can meet the expected goals or say spending wisely (Ambarita, 2013). For more

details, see the equation below regarding the relationship between the meaning of effectiveness below.

$$Effectiveness = \frac{Output}{Outcome}$$

In connection with the preceding, effectiveness is describing the entire cycle of input, process, and output, which refers to the useful results of an organization, program, or activity that states the extent to which objectives (quality, quantity, and time) have been achieved, as well as a measure of the success or failure of an organization, achieves its goals and achieves its targets.

In the opinion of Gibson Ivancevich Donnelly in his book Behavior, Structure, Process states that the measure of organizational effectiveness is as follows:

a. Production is the organization's ability to produce the quantity and quality of output following environmental demands.

b. Efficiency is the ratio (ratio) between output and input.

c. Satisfaction is a measure to show the degree to which the organization can meet the needs of society.

d. Excellence is the degree to which an organization can and does respond to internal and external changes.

e. Development is a measure of an organization's ability to increase its capacity in facing community demands. (Gibson et al., 1996)

The problem raised in this research is whether the Surabaya city government's job fair has been able to reduce the unemployment rate in Surabaya city effectively.

Research Method

The approach used in this research is descriptive qualitative approach. The descriptive qualitative approach is used to evaluate the effectiveness of the job market held by the Surabaya city government to reduce unemployment. The methods used are survey methods and in-depth interviews with a structured questionnaire. The types of data used in this study include primary and secondary data. Primary data were obtained through structured interviews through field surveys with purposive sampling technique. The data was obtained through in-depth interviews conducted on the perpetrators of the job fair and related agencies in Surabaya. Secondary data was obtained from various relevant sources such as data from the Surabaya City Central Statistics Agency (BPS), the Surabaya City Investment Service.

Primary data acquisition results will be analyzed using analysis of Strength, Weakness, Opportunities, Threats (SWOT). SWOT analysis can be used to analyze a portrait of strengths, weaknesses, and opportunities and macro and micro challenges to the effectiveness of job market fair implementation in reducing unemployment in the city of Surabaya. According to Kurtz (2008)

in (GÜREL, 2017), SWOT analysis is an important strategic planning tool to help planners compare an organization's internal strengths and weaknesses with external opportunities and threats. According to Pearce and Robinson (2003) in (Mauliddah, 2020), a SWOT analysis is necessary because a SWOT analysis is to match the "fit" between internal resources and external situations. A good match will maximize the strengths and opportunities of the organization and minimize its weaknesses and threats. This simple assumption has strong implications for a successful strategy design. SWOT analysis provides information to assist in matching resources and capabilities to analyze the competitive environment in which its field of action is active.

Results and Discussion

From the secondary data obtained, several facts about labor conditions in the city of Surabaya are known. Open unemployed are those who (a) are looking for work, (b) who are preparing a business, (c) who are not looking for work because they feel that it is impossible to get a job, and (d) who already have a job but have not started working (Putra & Arka, 2016). The number of open unemployment in the period 2013-2015 in the City of Surabaya tended to increase steadily, especially from 2013 to 2015 from 78,898 people, increasing to 102,914 people. However, in 2015 the number of open unemployed experienced a relatively small decline, reaching 102,914 people. The increase in the number of open unemployed in the 2013-2015 period is estimated to be the impact of the economic slowdown that occurred in several developed countries in the European continent and the decline in economic growth in China (Surabaya, 2018).
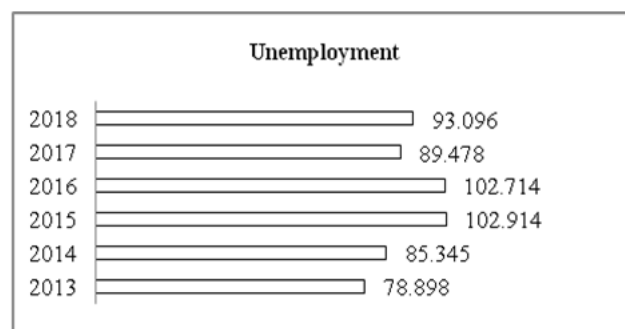
Source**:** BPS, Sakernas August 2013-2018
Figure 1. Number Of Open Unemployed Surabaya City 2013-2015 (Person)

JMF participants are job seekers who are active in the city of Surabaya. Job seekers submitting a job application in joining the JMF must first register to get a Yellow Card. This yellow card is one of the requirements which explains that a person still does not have a job (Darmawan, 2019).

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Surabaya City BPS data shows that job seekers who registered yellow cards were dominated by 4,159 high school graduates in 2018 and increased to 5,255 in 2019. Furthermore, 3,009 graduates from S1 in 2018 and decreased to 2,396 in 2019. There are still graduates from the elementary education level of 78 people in 2018 and increasing in 2019 by 84 people. On average, graduates from elementary school are looking for non-formal jobs such as domestic helpers, baby sitters that do not require special skills. From the higher education level, there are job seekers from a doctoral education background who on average are looking for job vacancies in the education sector to become lecturers or teaching staff at an institution.

Of the total number of job seekers in the yellow card applicant data, in an average of two years, 70% of job seekers reported being accepted at the job they were applying for. The waiting period for acceptance is no longer than 6 months from the submission of a job application.The average job seeker is accepted at the job is 2 months (Ridwan & Febrianda, 2016). The percentage of job seekers who were accepted into the jobs submitted for applications is as follows:
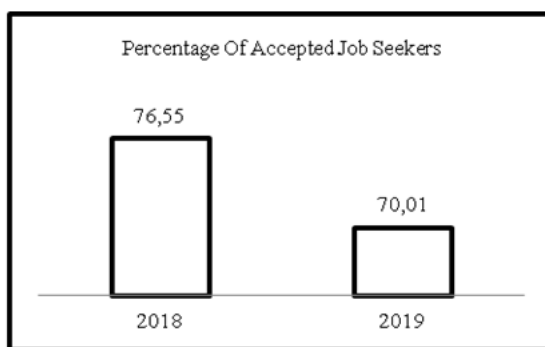
Source: Department of Manpower, data processed in 2020

Figure 2. Percentage of Accepted Job Seekers

The companies that accept applicants from JMF come from various sectors. Both from the service sector, retail trade, government, finance, agriculture, education and the manufacturing industry. The sector that mostly absorbs job seekers is from the retail trade sector.
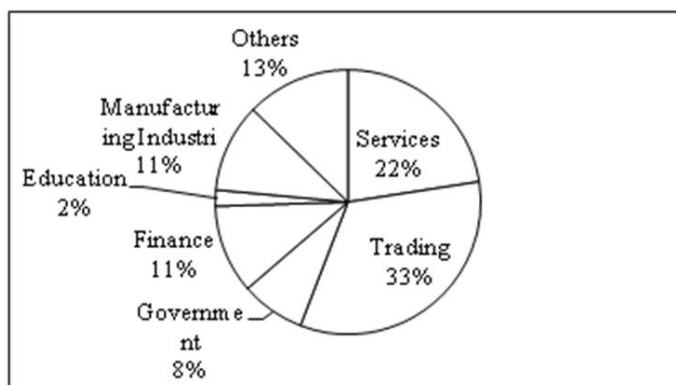
Source: Manpower Office, data processed, 2020

Figure 3. Percentage of Sectors that Accept Job Seekers

JMF is conducted an average of 7 times a year. Based on the data on the JMF implementation results in the following table, the highest number of participants registered and participated in the JMF in July and August. This is because in those months it is the month of changing the period of study in universities where many graduations are carried out. For the high school level the implementation of the end of the learning period is carried out. In full, the following data:

Table 1. Participants Who Take Part In The JMF For The 2018-2020 Years

Month	Number Of Participant		
	2018	2019	2020
January	-	-	-
February	-	-	1.855
March	4.032	2.953	1.722
April	1.310	2.469	
May	-	6.070	
June	1.054	2.449	
July	5.346	-	
August	5.225	8.463	
September	-	3.592	
October	1.693	-	
November	3.522	2.186	
December	-	-	

Source: Department of Manpower, 2020

JMF in 2018 and 2019 with random sampling to show information and conditions for government interventions that have been carried out so that the survey was conducted on 70 JMF participants. In searching for data, it is done online via google form sent to the respondent's email address. Regarding the JMF implementation, which has been held by the Surabaya City Government, we raised several questions during the survey process. These questions include gathering information related to the effectiveness of the JMF implementation in reducing unemployment.

Based on the survey results, it is known that 54% of respondents know information related to JMF through social media or the internet. Furthermore, 20% of communication is obtained through print media such as newspapers, magazines and advertising leaflets. The internet network plays an important role in disseminating information (Ridwan & Febrianda, 2016). According to internet respondents, especially social media, it effectively disseminates JMF information because it is easier to reach and more up to date. The website of the Surabaya City Government is also often a reference for information other than social media belonging to the Surabaya City Government's Office of Communication and Information. Thus, the public will not miss any information whenever JMF will be implemented because it is also done online through the Disnaker website-based application.

Several economic sectors in the city of Surabaya have sectors that are favorite destinations for job seekers. This sector is said to be a favorite because there are indeed many job seekers who are graduates from that field (Hariyanto et al., 2018). The sector which is the prime destination for job seekers based on the survey results is the trade and services sector. As many as 37% of respondents stated they wanted to apply to the trade and services sector. This is because most of them are graduates from senior high school and bachelor.

The companies that have participated in the JMF have provided jobs for as many as 15 companies for each JMF implementation. Every JMF implementation of a company that offers a job is not the same, depending on the company's need for labor. These 15 companies come from various fields where job seekers also come from various fields. The number of formal employment opportunities is not proportional to the availability of labor, this is what triggers unemployment. Therefore, job seekers who are not accommodated in formal jobs must work hard to carry out informal or self-employed jobs. Based on the survey results whether the jobs offered in JMF, the respondent answered that they were unable to accommodate as many as 80% of respondents and 20% of respondents answered that they could accommodate job seekers.

The aim of the JMF is to reduce unemployment in the city of Surabaya. however, whether this JMF has been effective in achieving these goals. then further analysis is needed from the survey results that have been presented in the previous point. SWOT quantitative analysis will compare the scores of internal factors (IFAS) and external factors (EFAS). The IE matrix will show the position of JMF effectiveness in the city of Surabaya, so that the most appropriate policy formulation can be found to reduce unemployment. The results of this SWOT analysis will be used as a basis for formulating policy strategies to achieve the effectiveness of JMF implementation so that it is appropriate to reduce unemployment.

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Table 2. Analysis Of Strengths, Weaknesses, Opportunities And Threats Of The Effectiveness Of The Implementation Of The Surabaya City Job Fair

	Strenghts	Weakness	Opportunities	Threats
The Effectiveness of the Implementation of the Surabaya City Job Fair	- Surabaya City as a city of trade, services and industry - Many companies operate in the city of Surabaya - job seekers already have skills - high job seeker motivation - good network between government and companies	- high competition among job seekers - Many urbanized people have higher abilities than job seekers from Surabaya - not all workers who were hired reported being hired - educational background does not match the needs of employment	- the emergence of new industries - absorption of labor in new industries - High skills possessed by workers - JMF is implemented more frequently to accommodate workers	- the emergence of competitors from other cities - moving some companies to other cities - There are sufficient jobs - There are foreign companies that bring foreign workers who work in the city of Surabaya

Source: researcher, data processed, 2020

Based on the IFAS matrix below, it can be seen that the factor of the city of Surabaya as a city of trade, services and industry is the biggest force for reducing unemployment in the city of Surabaya through JMF, with a score of 0.4. It is hoped that government intervention can reduce the unemployment rate through the JMF. The second factor that strengthens the city of Surabaya is the city of Surabaya as the economic center for eastern Indonesia so that many companies operate in the city of Surabaya and provide great job opportunities for the community. good relations between the company and the government make it a strength so that the company prioritizes the people of Surabaya City compared to other regions into a strength with a score of 0.4. This condition is proven by the development that has been carried out regularly, especially in finance, hospitality and industry, so that it can help drive the people's economy to enter the formal sector. The strength factor of the city of Surabaya that still needs to be improved is the motivation and enthusiasm of job seekers to keep trying to get a job, with a score of 0.26. The biggest weakness of the job market's effectiveness in reducing internal unemployment is the high competition among job seekers (with a score of 0.28). This is because the city of Surabaya is a metropolitan city. Many job seekers from outside the city and even foreign job seekers have arrived in the city of Surabaya. The second biggest weakness in the internal side of reducing unemployment through JMF is the motivation of the community to be able to try and fight independently to be more empowered with a score of 0.24. Many articles explain that the motivation to do business in the local Surabaya community is less than that of urbanized communities from other areas. This makes opportunities to develop independently by people from outside the city of Surabaya. This results in the dependence of Surabaya City people on the government and businesses managed by the urbanizing community.

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Table 3. IFAS Table On The Effectiveness Of The Job Exchange In Surabaya City

Variable	Score	Rating	Score x Rating
Strenghts			
Surabaya City as a city of trade, services and industry	0,1	4	0,4
Many companies operate in the city of Surabaya	0,1	4	0,4
job seekers already have skills	0,09	4	0,36
high motivation of job seekers	0,09	3	0,27
good network between government and companies	0,1	4	0,4
heterogeneous society	0,09	4	0,36
The large Surabaya City Government APBD	0,1	3	0,3
Weakness			
high competition among job seekers	0,07	4	0,28
many urbanized communities have higher abilities than job seekers residents of Surabaya	0,06	3	0,18
not all workers who were hired reported being accepted of work	0,07	3	0,21
educational background is not following the needs of the employment field	0,06	3	0,18
community motivation to be able to develop independently to be more empowered	0,08	3	0,24
A small level of achievement in getting a job	0,07	3	0,21
TOTAL	1		3,79

Source: researcher, data processed, 2020

Table 4. EFAS Table on the Effectiveness of the Job Exchange in Surabaya City

Variable	Score	Rating	Score x Rating
Opportunities			
Technology is getting easier to obtain information	0,09	3	0,27
absorption of labor in new industries	0,07	3	0,21
High skills possessed by the workforce	0,1	4	0,4
JMF is implemented more and more frequently to accommodate the workforce	0,09	3	0,27
the emergence of new industries	0,11	4	0,44
High community creativity for development	0,08	3	0,24
Threats			
the emergence of competitors from other cities	0,08	3	0,24
moving some companies to other cities	0,1	3	0,3
sufficient employment opportunities	0,06	3	0,18
there are foreign companies that bring foreign workers who work in the city of Surabaya	0,1	4	0,4
Unstable economic conditions	0,1	3	0,3
Not able to maintain business ability	0,1	4	0,4
TOTAL	1		3,65

Source: researcher, data processed, 2020

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Regarding external factors, the greatest opportunity for local economic potential in the City of Surabaya that can be used to reduce unemployment through the JMF is the emergence of new industries, with a score of 0.4. This is very important because the city of Surabaya is a city of trade and services so that access to information is easier to obtain. The second biggest opportunity factor is the workforce's high skill because they have attended courses and training both carried out by the private sector and the government with a score of 0.4. Where as a center of education there are many in the city of Surabaya.

The biggest threat factor for the local economic potential in the city of Surabaya is the presence of foreign companies that bring in foreign workers who work in the city of Surabaya, with a score of 0.4. The high need for quality employment and the company's standard needs sometimes make companies prefer to take foreign native workers. They are considered to have higher social skills and language skills. As well as the existence of globalization and free markets, it is easy for foreign workers to enter and leave Surabaya. This results in local job seekers from Surabaya City having competitors who sometimes have better quality foreign workers than workers from Surabaya City. So that it is easier to attract companies to employ foreign workers than domestic workers. Potential local economists who often have imported materials, including fashion products, food, etc. The second factor which is an external threat to the decline in the unemployment rate in the implementation of the JMF is an unstable economic condition and unable to maintain the ability to do business, with each score of 0.3. The unstable economic condition makes the people work opportunities faced with various considerations not to try again to apply for jobs, it is feared that it will increase the unemployment rate. Besides, increasingly sophisticated technology is not always a shortcut to being able to obtain information. However, it can also reduce the interest in trying to work due to the increasing number of job seekers' competitors to create less job opportunities.

IE matrix (internal external) is a portfolio matrix that positions companies in a nine-cell view. A company's position in the IE matrix is determined from the EFAS matrix and the IFAS matrix. The total score of the IFAS Matrix is on the X axis and the total score of the EFAS Matrix is on the Y axis.From the analysis results, the IFAS matrix shows the effectiveness of the Surabaya City job market has a total score of 3.79 while the EFAS matrix has a total score of 3.65. The very large influence of internal variables on Surabaya's city shows that JMF can reduce the unemployment rate even though it is not significant. JMF is a means for the government to connect companies looking for workers and job seekers who need jobs. JMF is expected to be a way and option for people to get a job to reduce unemployment. The Surabaya City IE matrix in Table 5:

Table 5. IFAS-EFAS Total Score Matrix

EFAS TOTAL SCORE	IFAS TOTAL SCORE			
		Strong (3,00-4,00)	Moderate (2,00-2,99)	Weak (1,00-1,99)
		4	3	2	1
	Strong (3,00-4,00)	3	I	II	III
	Moderate (2,00-2,99)	2	IV	V	VI
	weak (1,00-1,99	1	VII	VIII	IX

Source: researcher, data processed, 2020

According to the IE matrix, the condition of the effectiveness of the Job Fair in reducing the unemployment rate in the City of Surabaya is in quadrant I, where the effectiveness of the Job Fair in reducing the unemployment rate in the City of Surabaya has a very favorable situation, by taking advantage of the opportunity to use its advantages.

Conclusion

Policies taken by the government should have an impact on the community. Equitable employment opportunities and the availability of job opportunities are important foundations in improving justice for all communities (Dewandaru & Purnamaningsih, 2017). There are still many people who do not know the exact information related to job vacancies (Istianyani, 2010). Based on the research results, researchers can conclude and provide recommendations for the effectiveness of JMF in reducing unemployment. Placing equality as a performance target for executors of economic development. This can be seen from what indicators are used to measure equity. Carry out data collection on people who have not worked so that the training held is more targeted for unemployed people. Coordinating with companies by most job seekers' areas of interest based on JMF registrant data so that there is a match between job vacancies and job seekers.

Policies that are not on target will contradict the expected goals, reducing policies that increase the unemployment rate. Also, the dominant sectors in the economy must be developed, especially those growing, so that job opportunities are more widely opened. Equitable allocation of resources, capital, infrastructure and technology in each economic sector. Research updates are still needed, especially the addition of other variables quantitatively.

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