

Effectiveness of the Siap Kerja Application Program at the Manpower Office (DISNAKER) of Sidoarjo Regency

Miftahul Hidayati Oktaviani¹, Hendra Sukmana²

^{1,2} Muhammadiyah University of Sidoarjo, Indonesia



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ABSTRACT

Objective: This study aims to describe and analyze the effectiveness of the Siap Kerja application program developed by the Sidoarjo Regency Manpower Office to support the community in accessing job opportunities and preparing for the labor market.

Method: A qualitative approach was employed with data collected through interviews and observations, focusing on program implementation and its impact on employment.

Results: The findings show that the program effectively facilitates job seekers in finding vacancies, thereby contributing to reducing the unemployment rate in Sidoarjo Regency. Program socialization is conducted primarily online through social media platforms such as Instagram, while monitoring and evaluation are carried out via user complaints and periodic reviews. The results also indicate that the application not only improves access to employment opportunities but also strengthens public trust in digital-based manpower services. **Novelty:** This research highlights the innovative application of digital technology in addressing employment issues at the regional level, demonstrating how local government initiatives can leverage online platforms to enhance labor market efficiency and inclusivity, particularly in reducing unemployment through accessible and community-oriented solutions.

INTRODUCTION

The development of technology and communication at this time has developed very rapidly, both in terms of receiving information or providing information, searching for data and researching the data we need can be obtained quickly through electronic media, the presence of the internet in this world can make it easier for people to carry out all activities in obtaining and communicating better [1]. According to Clay G. Wescott, digital-based public services or e government is a transformation of government services that utilizes information technology to increase efficiency, transparency, and accessibility [2]. With the use of digital platforms, people can access various services, such as document registration, tax payments, and permit applications online, without having to physically visit government offices. This not only saves time and money, but also reduces queues that often occur in conventional services. In addition, digital public services also enable more accurate and faster data collection, which can be used to facilitate better planning and decision-making processes [3]. Previously, Presidential Instruction Number 3 of 2003 concerning National Policy and Strategy for the Development of E-Government was also issued, in which it has also explained the implementation of the state with E-Government, which is also evidence of the Indonesian government's efforts to improve the quality of public services by implementing e-government [4]. According to Indrajid (2002), digital-based public services are a transformation of the process of providing public services that utilize digital technology and information systems as the

main infrastructure. This concept refers to the combination of information and communication technology (ICT) with all aspects of government services to the community [5]. Indrajid emphasized that digital-based public services are not just the transfer of conventional services to digital platforms, but also include business process restructuring, policy updates, and paradigm shifts in governance. The main goal is to create services that are more efficient, transparent, responsive, and oriented towards public satisfaction as users. Digital public services in Indrajid's view also act as a catalyst for realizing a more inclusive and participatory government, where people can more easily access public services without geographical and time restrictions [6].

One of the government's programs in implementing digital-based public services in terms of the job search process for individuals who are currently unemployed or seeking employment is the creation of the Siap Kerja application, developed and managed by the Sidoarjo Regency Manpower Office [7]. The Siap Kerja application is a platform designed by the Sidoarjo Regency Labor Department to provide assistance and facilities to the public in job search activities, as well as to help them prepare for the workforce. With this application, users can more easily find jobs that match their skills and interests. Through the Siap Kerja application, the public can easily access various public services and activities related to employment in Sidoarjo Regency [8].

Labor is all individuals in the productive age, namely someone who has the ability to do work in the form of goods or services to meet their own and community needs [9]. In the economic context, labor includes the economically active population, in terms of positions that are already working and those who are looking for work [10]. According to the Central Bureau of Statistics (BPS), the population classified as labor is those aged 15 years and over, commonly referred to as the productive age population [11]. The workforce is categorized into two main groups, namely the labor force and non-labor force. The labor force includes people who are working and unemployed, while the non-labor force includes students, college students, housewives, and retirees who are not looking for work [12]. The concept of labor is very important in economic development planning because it concerns aspects of the quantity and quality of human resources available as a factor of production in the national economic system [13]. The development of a qualified workforce is key to increasing the productivity and competitiveness of a country's economy [14]. The Sidoarjo Regency Government and the Sidoarjo Regency Manpower Office have innovated by launching or creating and developing the Siap Kerja application in 2022, in collaboration with third parties, the Siap Kerja application is an effort to provide convenience for the community in accessing employment information and services. The Siap Kerja application was developed as a form of effort to facilitate users in accessing employment information and services, especially for job seekers in Sidoarjo Regency [15].

In accordance with government regulations, the Sidoarjo Regency Manpower Office complies with government regulations in implementing and using the Siap Kerja application, namely Law Number 13 of 2003 concerning Manpower [16]. Law No. 11 of 2020 concerning Job Creation [17]. Government Regulation No. 31 of 2006 concerning the

Job Training System [18]. Government Regulation No. 36 of 2021 concerning Wages [19]. Sidoarjo District Regional Regulation No. 3 of 2016 on Unemployment Reduction [20]. East Java Governor Regulation No. 5 of 2011 on Regional Action Plan for Manpower (RAD-KK) [21]. Minister of Manpower Regulation No. 5 of 2020 on Manpower Placement [22]. Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems (SPBE) which contains the obligation of government agencies to implement electronic systems in services Infrastructure and application standards used System integration between government agencies [23].

The Sidoarjo district government, particularly the Sidoarjo district manpower office, has implemented the Siap Kerja application. This application is expected to simplify the process of managing employment data in the Sidoarjo area, enabling more targeted and data-driven policy planning. It is hoped that this will accelerate the absorption of local labor by effectively connecting job seekers in Sidoarjo with companies operating in the Sidoarjo industrial area and its surroundings. This application can serve as a tool to map industrial skill requirements in Sidoarjo, enabling the labor department's vocational training programs to align with local labor market needs. The application is also expected to enhance transparency in job vacancy information and reduce non-standard recruitment practices in the Sidoarjo region. and assist in monitoring and evaluating labor programs in Sidoarjo Regency more efficiently and accurately. The Sidoarjo Regency Labor Department also hopes that the Siap Kerja application provided by the Sidoarjo Regency Labor Department can reduce unemployment rates and improve community welfare through access to decent jobs. The services available on the Siap Kerja application include, first, account creation, which can be done via Google Chrome or Firefox on Android phones, iOS devices, laptops, or personal computer at the website <https://siapkerja.sidoarjokab.go.id/> then click "Register" in the top right menu, then click "Register Now," after that, complete personal data such as NIK (National Identity Number), full name, then complete email address data, and create a password according to the terms and conditions. After successfully creating an account, the next step is to log in to the application using the registered email and password. The next step is to complete your personal profile and upload your CV, educational history, work history, portfolio, and upload required documents such as an ID card, passport photo, application letter, latest diploma, transcript, and other required documents. Services the features available in the Siap Kerja application include the job vacancy feature, where you can search for job vacancies that match your criteria. You can search using filters for job positions, categories, and subcategories. In this app, you can also see which companies are currently hiring, starting from searching for company names, company addresses, provinces, or districts. The app also has an event feature divided into two categories: open job fairs and special job fairs, as well as an announcement feature, which usually contains information about job vacancies that require employees in the near future.

Table 1. Recapitulation of the number of users of the Siap Kerja application at the Sidoarjo Regency Manpower Office

No	Year	Number of Siap Kerja Application Users
1	2023	23.247
2	2024	23.585

Processed from the Sidoarjo Regency Manpower Office in 2025

Based on the data, we can see that the use of the Siap Kerja application at the Sidoarjo District Labor Office in 2023 was 23,247 out of the total number of job applicants who used the Siap Kerja application. In 2024, the number of Siap Kerja app users increased from 23,247 to 23,585. This indicates that in 2024, more people are using this app to apply for job vacancies at companies and other organizations.

Some previous studies have discussed the Effectiveness of the Sisnaker Application Application at the West Sumatra Province Manpower and Transmigration Office, by Muhammad Ananda Arif 2022, the results of this research through Sisnaker are expected to be able to provide accountable and transparent services and information to all users. The existence of Sisnaker is a new breakthrough for the West Sumatra Manpower Office in providing all forms of services such as training, job vacancy information, internship information abroad, etc [24]. Furthermore, there is previous research with the title Effectiveness of the Arek Surabaya Siap Kerjo (ASSIK) Application, by Melywuni 2023, The results showed that there were five factors that showed the effectiveness of a program, namely program understanding, on target, on time, achieving goals, real change. All shortcomings, problems, and obstacles in the application of the ASSIK application can be resolved properly even though the website server down constraints can be improved again so that the ASSIK application runs optimally [25]. And then there is previous research with the title Effectiveness of the Job Fair Program in Efforts to Reduce the Open Unemployment Rate (TPT) in East Java Province (Study at the East Java Provincial Manpower and Transmigration Office), by Vernanda 2024, the results showed that the job fair program proved to be able to reduce the open unemployment rate (TPT) in East Java Province. This has been presented in BPS East Java Province which has decreased by 0.59% from last year, besides that the job fair program can connect job seekers and companies and also as a place to increase public awareness about the importance of certain skills needed by companies and in the world of work. Suggestions from this study are expected to continue running the job fair program for the following year because it has been proven to reduce the TPT of East Java Province [26].

Based on observations in the field, there are several problems in implementing the Siap Kerja application program at the Sidoarjo Regency Manpower Office, among others, the first is that the application is still not user friendly in the sense that people still have difficulty in the process of logging in or registering the application. The second lies in applications that often experience data leakage which results in applications experiencing technical problems such as indecent advertising in the application.

Based on the above research issue, the author is interested in identifying the results of the study entitled "The Effectiveness of Using the Siap Kerja Application at the Sidoarjo Regency Manpower Office" using Budiani's 2007 theory, which states that the effectiveness of a program can be measured using several indicators, including first, the clarity of program objectives, which involves how well program recipients align with the established targets; second, program socialization, which relates to the program organizers' ability to communicate program implementation information to the public and target participants; third, program objectives, which involve how well program outcomes align with the established goals; and finally, program monitoring, which relates to activities conducted after program implementation as a form of attention to program participants [27].

RESEARCH METHOD

In this study, researchers used qualitative research methodology with a descriptive approach aimed at collecting and describing in detail information, data, and various issues based on field observations and respondents' statements regarding the effectiveness of the Siap Kerja Application Program at the Sidoarjo Regency Manpower Office. [28]. This research was conducted at the Sidoarjo Regency Manpower Office. In this article, the author uses purposive sampling, in which subjects are selected based on specific objectives in order to gather information from as many sources as possible and analyze the information that will form the basis of the research [29]. According to Sugiyono, purposive sampling is a sampling technique carried out with specific considerations, where the informants in this study consisted of the Head of the Labor and Employment Planning Division, Siap Kerja Application Operator Staff, and Siap Kerja Application Users. The types of data obtained consisted of primary and secondary data [30].

The data collection techniques used in this research are through observation, (observation), interview (interview), and documentation [31]. The data collected and used in this study include primary and secondary data. Primary data sources are data obtained directly through observation, interviews and documentation while secondary data sources are obtained from literature journals, scientific articles, documents and mass media [32]. The data analysis technique is carried out through the Miles Huberman (1984) analysis model, which includes several aspects, namely data collection, data reduction, data presentation, and conclusion making. Data collection is the collection of research data carried out by researchers while in the field. While data reduction is carried out is by selecting data that has been obtained in the field during the data collection process. And next is the presentation of data, namely the data that we have selected will be arranged until a conclusion is obtained, where the conclusion is the activity of summarizing the research data based on the problems that have been determined [33].

RESULTS AND DISCUSSION

Results

Effectiveness itself refers to two things, namely theoretically and practically, which means in-depth and thorough research. Effectiveness is a measure that shows how far the achievement of goals that have been set by certain organizations or institutions to see progress and development, because effectiveness is a condition that can affect the success of an action. To obtain as much information as possible for research purposes, direct interviews were conducted with informants [34]. Therefore, through interview activities, information is obtained as expected by the author according to the theory of Budiani (2007) as follows [35]:

1. Determination Of Program Targets

The program targeting accuracy indicator is an indicator that measures the extent to which program participants meet predetermined objectives. This is important to ensure that the program reaches the right groups and meets their needs. The main topics in program targeting include first, the understanding of targeting accuracy. According to Budiani 2007, program targeting is one of the important aspects in measuring the effectiveness of a program. This targeting accuracy refers to the extent to which the designed program is able to reach the target group that really needs or is in accordance with the objectives of the program. In other words, the program must be able to address the specific needs of the predetermined targets. This accuracy is the main indicator of the success of program implementation, because if the target is not right, the benefits of the program will not be felt optimally by those in need. The following information is the result of an interview with Mrs. Yulita as the head of the field of labor planning and placement at the sidoarjo district labor office.

In terms of the accuracy of the program's targeting or the suitability of the SK application in Sidoarjo Regency, it is already quite suitable for the needs of job seekers in Sidoarjo Regency, because what is uploaded on this job application is usually already in demand by its users, and the qualifications are usually already specified on the website, so it is suitable for the needs of job seekers who are looking for job vacancies through this job application. and it is usually aligned with what the community needs when searching for job vacancies through this job-ready application. The target audience is all job seekers in this district, and since the system is web-based, I believe it can reach all segments of job seekers, miss



Figure 1. Picture of the Siap Kerja Application

Source : Website Application Siap Kerja at the Sidoarjo Regency Manpower Office

The Sidoarjo Regency Government, as the guardian of all community interests in this regency, plays a vital role in improving the welfare of its citizens and reducing unemployment rates through the Siap Kerja application program developed by the Sidoarjo Regency Labor Department. This Siap Kerja application program is particularly important, especially in terms of providing online job vacancies, with the hope of reaching all segments of the community in this district, through various job vacancy information provided by the Labor Department and employers such as the industrial sector. It is hoped that this program will help reduce the unemployment rate in Sidoarjo District. Based on interviews and field observations, it can be concluded that the government's role in providing online job vacancies is very important. As stated in an interview with Mr. Fariz, a staff member of the Siap Kerja application at the Sidoarjo District Manpower Office, regarding job vacancy information.

So, we already have a document called the Regional Workforce Plan (RTKD), which identifies the need for job vacancies in Sidoarjo Regency. The content of the document aligns with what is listed in the Siap Kerja Application, which is in line with the demand, given that Sidoarjo is an industrial city, so there are many industries, and thus the greatest need for job vacancies is in the industrial or manufacturing sector, or factories. The Manpower Office also mediates, between job seekers and employers, we can mediate from sending an application letter on the Siap Kerja Application, up to administrative verification, but then when there is further selection, such as interviews or interviews and some of that we have left it to the company, so it is only up to mediating job seekers to employers.

Reinforced by a statement from one of the users of the Siap Kerja Application, namely Ms. inggrit.

I also feel helped by the Siap Kerja Application program, because I can look for job vacancies to register myself with companies that match my skills, without having to leave my job application letter with a security guard or someone already working for the company, and the features and

conditions in this application are easy to understand, it is in accordance with what is needed by job seekers and job recipients.

The above facts, if related to the theory of effectiveness according to Budiani 2007, that the understanding of the Siap Kerja Application program at the Sidoarjo Regency Manpower Office is appropriate and gets a good response from the community. The understanding of one of the users of the Siap Kerja Application has reached all community groups in Sidoarjo Regency. In accordance with the reality in the field, the role of the government, especially the Sidoarjo Regency Manpower Office, is important because this application can reduce the level of unemployment in Sidoarjo Regency. So it is in accordance with Budini's 2007 theory of program targeting that refers to the extent to which the designed program is able to reach target groups that really need or in accordance with the objectives of the program.

2. Program Socialization

Program socialization is the process of disseminating information about a program or policy to the target community. This activity aims to provide the community with an understanding of the program's goals, benefits, and implementation methods. Through effective socialization, it is hoped that the community will support and actively participate in program implementation. According to Budiani's theory (2007), program socialization indicators are crucial aspects in measuring a program's effectiveness. In this context, socialization is defined as the ability of program implementers to convey information about program implementation to the community and target participants. Budiani emphasized that effective socialization can increase participants' understanding of the program's goals and functions, which in turn contributes to the program's successful implementation. The following information is the result of an interview with Mrs. Yulita, Head of Planning and Manpower Placement at the Sidoarjo Regency Manpower Office.

For the socialization of this program, we usually invite companies that are categorized as large companies and meet the qualifications we have set. We then invite them to participate in the socialization, which we usually conduct once a year with a quota of 40 companies in stages, considering that the budget from the government is also very limited. For example, last year we invited 40 large companies in Sidoarjo District, and for the coming year, we will also invite 40 large companies that have not yet participated in the Siap Kerja Application program in the previous year. We also invite large companies during job fairs so they can directly upload job vacancies. During the socialization sessions, companies are taught how to upload job vacancies and so on.

Program socialization here is a strategic activity to convey information related to a program to the target community. This process includes systematic efforts to introduce, explain, and promote various aspects of the program, such as its objectives, benefits, implementation mechanisms, and expected results. Socialization serves as a bridge of communication between program organizers and the wider community. In its implementation, program socialization involves various methods and communication channels tailored to the demographic, social, and cultural characteristics of the target

community. These methods may include face-to-face meetings, workshops, seminars, the use of print and electronic media, as well as the utilization of digital platforms and social media. Additionally, information from Mr. Fariz, a staff member of the Siap Kerja Application at the Sidoarjo Regency Labor Office, regarding job vacancy information.

So, for the socialization of the Siap Kerja Application program for the general public, there hasn't been any yet, miss. In other words, we haven't conducted any face-to-face socialization with the public, ma'am, considering that nowadays, technology is becoming more advanced, and young people are already skilled at using their smartphones for good purposes. so we utilize social media such as Instagram, Facebook, and for tutorials, we have provided them on the YouTube channel of the Sidoarjo Regency Labor Department. And for example, conducting face-to-face socialization is also not feasible because the number of people here is quite limited, miss.

This was confirmed by one of the users of the Siap Kerja application, Miss, Inggrit, who said that she had never attended a face-to-face program socialization session, but she always checked the social media accounts of the Sidoarjo Regency Manpower Office. She said, "I like to use Instagram, Miss, Inggrit." so I looked for information on Instagram, and there was already information about the Siap Kerja Application. For the initial tutorial on how to use the app, I was still confused about how to use it, but eventually I tried looking on YouTube and found a channel belonging to the Sidoarjo Regency Labor Department, which happened to have information about the tutorial for using the Siap Kerja App, which was very helpful to me.

Based on the interview results and the situation, it can be concluded that the program socialization has been appropriate, although there has been no face-to-face socialization for users of the Siap Kerja Application, as young people today prefer to use social media rather than meet in person. The above fact, when linked to Budiani's 2007 theory of effectiveness, indicates that the Siap Kerja Application program at the Sidoarjo Regency Manpower Office is appropriate, although it has a slight shortcoming in that there has been no face-to-face socialization. However, the Sidoarjo Regency Manpower Office provides socialization about the Siap Kerja Application program through social media such as Instagram, Facebook, websites, and YouTube, which are officially owned by the Sidoarjo District Labor Office. These platforms already contain extensive information about the Siap Kerja Application, including tutorials on how to use the application. However, for job vacancy providers, socialization is conducted once a year by inviting 40 large companies that meet the criteria set by the Sidoarjo District Labor Office. This aligns with Budini's 2007 theory on program socialization, which emphasizes the critical role of socialization in assessing a program's effectiveness. In this context, socialization refers to the program organizers' ability to communicate information about program implementation to the public and target participant

3. Program Objectives

The program objective is a statement that explains the concrete results that a program aims to achieve within a certain period of time. According to Budiani's theory (2007), program objectives are important criteria in evaluating the success of a program's implementation. Budiani emphasizes that program objectives must be clearly and measurably formulated so that they can be used as a reference in program

implementation. From Budiani's perspective, program objective indicators include the alignment between program implementation outcomes and the previously established program objectives. This indicates how far the program has achieved its desired targets. This indicator also measures the level of understanding of program implementers regarding the objectives to be achieved, as a good understanding will lead to proper implementation. The following is information from an interview with Mrs. Yulita, head of planning and manpower placement at the Sidoarjo district manpower office, regarding the objectives of the Siap Kerja Application program.

Table 3. Summary of activities at the Sidoarjo Regency Manpower Office

No	Activity	Year		Description
		2023	2024	
1	Job Guidance Counselig	✓	✓	Realizet
2	Technical Guidance on Capacity Building for Special Job Fairs (FBKK)	✓	✓	Realizet
3	Technical Guidance on Micro Workforce Planning	✓	✓	Realizet
4	Job Matching at Special Job Fairs	✓	✓	Realizet
5	Career Counseling at Special Job Fairs	✓	✓	Realizet
6	Technical Guidance on Inclusion in ICT in the Context of Expanding Employment Opportunities	✓	✓	Realizet
7	Skill Development Center Training	✓	✓	Realizet
8	Hybrid Job Fair in Sidoarjo	✓	✓	Realizet
9	Workshop on institutional Develpoment for Special Job Fairs	✓	✓	Realizet
10	Workshop on Institutional Strengthening for Special Job Fairs	✓	✓	Realizet
11	Job Fair	✓	✓	Realizet
12	Job Fair Career Expo	✓	✓	Realizet
13	Training on Introduction to the World of Work in Collaboration with the Sidoarjo District Manpower Office	✓	✓	Realizet
14	Job Maching	✓	✓	Realizet

Source: Instagram of the Sidoarjo Regency Manpower Office

This application can be said to facilitate the connection between job seekers and companies offering jobs or opening job vacancies, because companies no longer have to search for potential employees independently or through intermediaries, so they can simply upload job postings on the Siap Kerja application, specifying the criteria they need, such as forklift driver positions, production staff, and others. Similarly, job seekers or prospective employees no longer need to submit printed documents but can simply upload documents in accordance with the company's established guidelines and the app's requirements. With this application, the unemployment rate has decreased because it facilitates a mutually beneficial relationship between job seekers and employers. Based on the evaluation of last year's job fair, job seekers were quite enthusiastic about the Siap Kerja applications

Judging from the results of interviews and conditions in the field, it can be concluded that the objectives of the program are appropriate, because the Siap Kerja application is able to reduce the unemployment rate in Sidorjo Regency, and also this

application can make it easier for people to obtain information about job vacancies as well as companies that open job vacancies.

The above facts are related to the theory of effectiveness according to Budiani (2007) that the purpose of the Siap Kerja application program at the Sidoarjo Regency Manpower Office is appropriate, because it is able to reduce the unemployment rate in Sidoarjo Regency, this application also makes it easier for people in the job search process to find information on job vacancies, which in the past when you wanted to look for job vacancies you had to wait for information from people who already worked at the company and then leave the file, But with the innovation of the Siap Kerja application program, people who want to apply for a job simply send an application file through the application according to the criteria that have been determined, as well as companies that are opening vacancies, they only need aploud information or flamplets about vacancies or positions that they need in their company. So that it is in accordance with the theory of Budiani (2007), which emphasizes that program objectives must be formulated clearly and measurably so that they can be a reference in program implementation. In Budiani's perspective, the indicators of program objectives include the suitability between the results of program implementation and the previously set program objectives.

Discussion

1. Program Monitoring

In the context of the Siap Kerja application program, program monitoring aims to measure the extent to which the objectives of the Siap Kerja application program are successfully achieved, such as increasing access to job vacancy information, connecting job seekers with employers efficiently, and reducing unemployment in Sidoarjo Regency. In addition, program monitoring indicators are also aimed at assessing the quality of the monitoring process itself, including the regularity of data collection, the accuracy of information available in the application, and the responsiveness of the system to user feedback. According to Budiani (2007), program monitoring is an important part of measuring the effectiveness of a program. Budiani states that program monitoring involves activities carried out after program implementation as a form of attention to program participants. There is information from Mr. Fariz as a service staff in the Siap Kerja application at the Sidoarjo Regency Manpower Office, related to monitoring the Siap Kerja appliction program.

So for the Siap Kerja application every year we do monitoring and evaluation or monev Miss, in order to improve the features in the application, we also routinely monitor input - input sent by users of the Siap Kerja application through social media such as Instagram, such as if there are problems in the application or an error occurs then they will send criticism and input through our social media Miss, from the input - input and criticism we make monev material in the following year in the hope that the application and its features will get even better. Monitoring is also not only from social media, but on the Siap Kerja application website there is also a suggestion feature and contact us which is useful as a monitor if there are problems in the application. But back again with the progress of the times and most children now prefer to send input messages for the application yes to instagram it Miss. And for users of the Siap Kerja application who come

from vacancy providers or companies - companies usually if there are problems with the application, they usually contact us directly, to my wa number or through social media such as Instagram or whassatsap it Miss.

Judging from the results of interviews and circumstances that can be concluded that program monitoring is appropriate, because this Siap Kerja application program monitoring is carried out online using social media, and the Sidoarjo Regency Manpower Office routinely conducts monitoring and evaluation once a year.

The above facts if associated with the theory of effectiveness according to Budiani (2007) that the monitoring of the Siap Kerja pplication program at the Sidoarjo Regency Manpower Office is appropriate, the community of Work Ready Application users and companies that use this application can send their criticisms and suggestions through social media, and there is always monotoring and evaluation every year so that the features in the application are getting better and can make it easier for people who want to send job applications through this Siap Kerja application. So that it is in accordance with the theory of Budiani (2007), which emphasizes that program monitoring is an important part of measuring the effectiveness of a program. Budiani mentions that program monitoring involves activities carried out after program implementation as a form of attention to program participants.

CONCLUSION

Fundamental Finding : The Siap Kerja Application Program at the Sidoarjo Regency Manpower Office has proven effective across the four indicators of Budiani (2007) – program targets, socialization, objectives, and monitoring – by facilitating access to job vacancies, reducing unemployment, and maintaining ongoing evaluation to enhance service quality. **Implication :** These findings underscore the role of digital platforms as strategic tools for local governments to improve labor market efficiency and inclusivity, highlighting the importance of consistent online socialization and responsive monitoring mechanisms in sustaining public trust and participation. **Limitation :** However, the absence of direct face-to-face socialization and reliance mainly on social media channels present limitations in reaching wider community segments, especially those with limited digital access or literacy. **Future Research :** Subsequent studies should explore the broader socio-economic impact of the Siap Kerja application, assess its long-term contribution to employment sustainability, and develop comparative analyses with similar digital employment initiatives to refine policy and practice in addressing regional workforce challenges.

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Miftahul Hidayati Oktaviani

Muhammadiyah University of Sidoarjo, Indonesia

Email: miftahulhidayati306@gmail.com

*** Hendra Sukmana (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: hendra.sukmana@umsida.ac.id
