

## **SOCIAL MEDIA UTILIZATION IN INFORMATION DISSEMINATION EMPLOYMENT IN INDONESIA**

**Safirussalim<sup>1</sup>, Muhibbur Rizqi<sup>2</sup>, Khalida Ulfa<sup>3</sup>**

<sup>1</sup> Master of Sains Management, University of Gadjah Mada Yogyakarta

<sup>2</sup> Master of Shari'ah Economics Study Program, UIN Ar-Raniry Banda Aceh

<sup>3</sup> FISIP, Ar-Raniry State Islamic University of Banda Aceh

Email Correspondence : [safir964@gmail.com](mailto:safir964@gmail.com)

**Abstrak:** Perkembangan sumber daya manusia (SDM) di Indonesia memegang peranan penting dalam dunia ketenagakerjaan. Isu yang menjadi perhatian adalah produktivitas dan kualitas tenaga kerja. Meningkatkan efisiensi dan kualitas tenaga kerja yang dilakukan oleh sumber daya manusia di Indonesia menjadi kendala yang signifikan dalam dunia ketenagakerjaan. Ada beberapa variabel yang dapat menghambat pencapaian produktivitas maksimum, termasuk kurangnya keterampilan yang sesuai dengan permintaan pasar, kurangnya pemahaman tentang standar ketenagakerjaan, dan literasi digital yang tidak memadai. Tujuan penelitian ini adalah Penelitian ini berfokus untuk menganalisis pemanfaatan media sosial dalam penyebaran informasi ketenagakerjaan di Indonesia. Terdapat berbagai indikator yang dapat dilihat di theoretical framework dan penyebaran informasi terkait ketenagakerjaan di Indonesia melalui media sosial. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data penelitian ini menggunakan data sekunder yang sumber data diperoleh dari studipustaka, undang-undang, jurnal, databoks, dan website. Teknik analisis data menggunakan teknik analisis konten (content analysis) dan teknik analisis Nvivo 12 Plus. Penelitian menunjukkan bahwa Media sosial berfungsi sebagai media untuk menyebarkan informasi yang berkaitan dengan ketenagakerjaan kepada masyarakat yang lebih luas dan lebih beragam. Hal ini berpotensi untuk meningkatkan kesadaran masyarakat akan masalah ketenagakerjaan, yang mencakup aspek-aspek seperti tingkat pengangguran, tingkat pendapatan, perlindungan tenaga kerja, dan prospek pekerjaan yang tersedia. Dengan berkembangnya media sosial, individu sekarang memiliki kesempatan untuk memperluas akses terhadap beragam sumber informasi yang berkaitan dengan pekerjaan. Sumber-sumber ini mencakup publikasi resmi, lembaga pemerintah, akademisi, dan pakar di bidangnya. Proses ini memungkinkan penyebaran informasi yang beragam dan komprehensif kepada masyarakat luas.

**Kata Kunci:** Media Sosial, Ketenagakerjaan, Indonesia.

**ABSTRACT:** The role of human resources (HR) in Indonesia holds significant importance within the realm of employment. The topic of interest pertains to the productivity and quality of the workforce. Enhancing the efficiency and caliber of labor conducted by the human capital in Indonesia poses a significant obstacle within the realm of employment. There are several variables that can impede the attainment of maximum productivity, including a deficiency in skills that align with market demand, a lack of understanding regarding labor standards, and insufficient digital literacy. The purpose of this study is that this research focuses on analyzing the use of social media in disseminating employment information in Indonesia. There are various indicators that can be seen in the theoretical framework and dissemination of information related to employment in Indonesia through social media. This research uses a qualitative method with a descriptive approach. This research data uses secondary data whose data sources are obtained from literature studies, laws, journals, databoxes, and websites. Data analysis techniques use content analysis techniques and Nvivo 12 Plus analysis techniques. Research shows that social media is a Social media serves as a medium to disseminate employment-related information to a wider and more diverse public. It has the potential to increase public awareness of employment issues, covering aspects such as unemployment rates, income levels, labor protection, and available job prospects. With the proliferation of social media, individuals now have the opportunity to expand access to diverse sources of employment-related information. These sources include official publications, government agencies, academics and experts in the field. This process enables the dissemination of diverse and comprehensive information to the wider public.



**Keywords:** Social Media, Employment, Indonesia.

**Article History:**

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## INTRODUCTION

Indonesia has enormous potential in terms of production and utilization of human resources, which is expected to be able to increase and improve the quality of its human resources in order to provide acceptable employment opportunities. However, Indonesia continues to face a number of labor-related obstacles, especially high unemployment rates, which can hamper economic growth and development procedures. The development of the labor force that is not accompanied by job creation will result in an increase in the unemployment rate. As a result of the low level of education, there are also problems with the character of the workforce, and the problem that most often occurs is the supply of labor that does not match the needs or standards of the labor market.

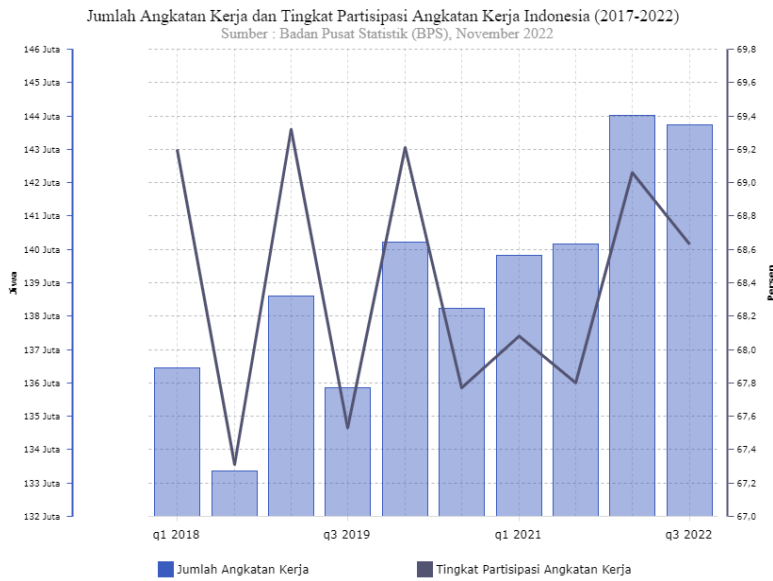
Indonesia is one of the most densely populated developing countries in the world, with a projected population of 275 million people in 2022. Even though the population continues to increase, the availability of employment opportunities is still very limited. Unemployment will increase if job seekers are not given the opportunity to improve the character of their human capital. The increase in the number of workers from year to year should have a positive impact on both job creation and job seekers.

The government has established policies related to employment through Law Number 13 of 2003 concerning Manpower. Based on Article 1 of Law Number 13 of 2003 concerning Manpower it is explained that, employment is all matters relating to labor before, during and after the working period. While labor is everyone who is able to do work to produce goods and/or services both to meet their own needs and for the community. This law forms the basis for the realization in building a prosperous, just, prosperous, equitable society, both materially and spiritually based on Pancasila and the 1945 Constitution of the Republic of Indonesia through the development of Indonesian people in the framework of carrying out national development. (Law No. 13 of 2003 concerning Employment, 2003).

Employment problems in developing countries are usually caused by a lack of job opportunities, poor wages, and low levels of productivity. This employment issue is complex because it includes economic, social and political issues and has a significant impact on the welfare of citizens. In most developing countries, including Indonesia, the issue that has received the most attention so far is the optimal use of abundant human resources. and the majority do not meet development requirements. Even though the state can maximize the use of these human resources as profit or development capital, this is not the case. In addition, labor productivity in developing countries is relatively low when compared to developed countries. In simple terms it can be said that in developing countries, (Aprilianti & Astuti, 2019).



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**Figure 1. Indonesian Labor Force and Labor Force Participation Rate (2017-2022) Source: databox (2022)**

Based on the figure above, the total work force reported by the Central Statistics Agency (BPS) in August 2022 was 143.72 million people with a Labor Force Participation Rate (TPAK) of 68.63% of the total working age population. Comparing February 2022 to February 2022, the total workforce decreased by 291,400 people (0.2%), while the TPAK decreased by 0.43 percentage points. However, when compared to the situation in August 2021, the workforce increased by 3.5 million people (2.55%) and the TPAK increased by 0.83 percentage points.

As the graph illustrates, as the country's population grows, so does the labor force. In contrast, the growth of TPAK over the last five years has been inconsistent. In August 2022, BPS reported that the number of working age population (over 15 years) was 209.42 million, with 143.72 million people belonging to the workforce. contains information on 135.3 million working people and 8.43 million unemployed people. In addition, the working age population who are not included in the labor force category totals 65.8 million people, with details of 15.6 million still at school, 41.25 million looking after the house, and 8.84 million others with other status. Labor is one the main resource driving economic growth and development. However, when viewed from a different perspective, The ever-increasing workforce/labor force often becomes an economic dilemma that is difficult for the government to solve. As a result of population growth, the government is unable to provide sufficient employment opportunities to absorb the existing workforce, resulting in unemployment(Pateda, 2019).

The use of social media has become a strategic platform for exchanging information and finding information about employment in Indonesia without having to spend much effort and can be accessed anywhere and at any time. Social Media is a collection of internet-based applications that utilize Web 2.0 ideology and technology and enable users to create or exchange information. Facebook, Twitter, Instagram, YouTube, and Blog are among the most prominent social media platforms in Indonesia, each with millions of users. Users can communicate with millions of other users via social media(Untari & Fajariana, 2018).

As of January 2022, 191 million Indonesians are active consumers of social media, according to a We Are Social report. Compared to the previous year's population of 170 million, this figure increased by 12.35%. Seeing the trend, the number of social media users in Indonesia continues to grow every year. From 2014 to 2022, the development has fluctuated. 2017 marked the year with the biggest



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increase in social media consumers, 34.2%. Instead, this growth eased to 6.3% last year. This year, the numbers have increased once again. Meanwhile, WhatsApp is the social media platform most widely used by Indonesians. 88.7% is the reported percentage. Instagram and Facebook came next, with 84.8% and 81.3% market share respectively. Especially,

According to the data released above, the use of social media in people's lives is very influential and important for people's lives. This is proven through very clear and accurate graphics. Current technological advances have a significant impact on the dissemination of information and communication, especially for those who use social media; The use of social media has become an integral part of people's daily lives. This study focuses on analyzing the use of social media in disseminating employment information in Indonesia. There are various indicators that can be seen in the theoretical framework and dissemination of information related to employment in Indonesia through social media.

## METHOD

This research uses a qualitative method with a descriptive approach. This study analyzes, describes and examines real conditions related to labor problems in Indonesia and efforts to solve labor problems. The purpose of this study was to analyze the use of social media in disseminating employment information in Indonesia. The data for this research uses secondary data which data sources are obtained from literature, laws, journals, data boxes, and websites. This study uses a content analysis technique in which this study examines the contents of various information both written and printed in the mass media and uses the Nvivo 12 Plus analysis technique by using the crosstab feature to display data and the sociogram feature.

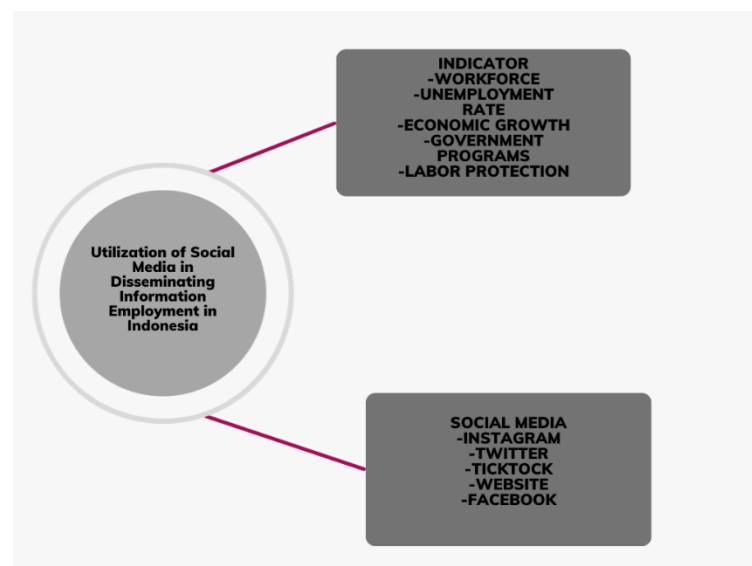


Figure 2. Theoretical Framework, processed by researchers, 2023

## RESULTS AND DISCUSSION

### Employment in Indonesia

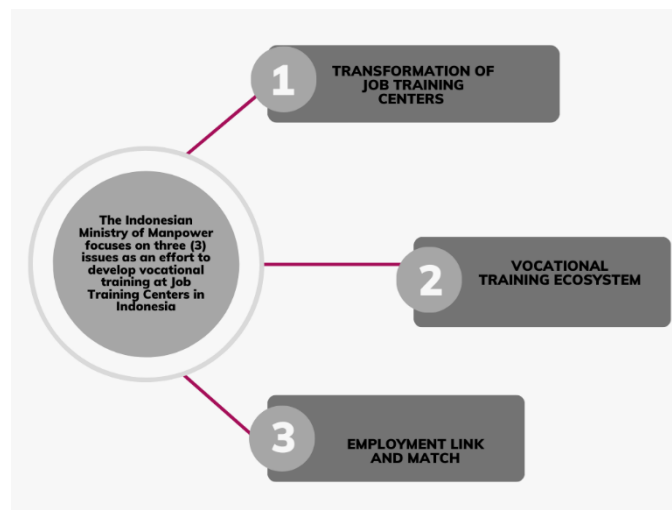
The concept of employment refers to aspects related to labor and the relationship between workers, employers and the work environment. Some relevant concepts in employment are as follows: The labor force includes individuals who are available for work or are currently working in a population. This includes individuals who are currently looking for work (open unemployment) and individuals who are already employed. Job search refers to an individual's efforts to find a job that matches their



skills, interests and needs. This involves submitting job applications, attending interviews, and participating in the selection process. Unemployment occurs when individuals who are members of the workforce do not have adequate jobs or are looking for new jobs. The unemployment rate is measured as a percentage of the total labor force. Skills and competencies refer to the knowledge, abilities and expertise possessed by individuals. Skills can be general or specific to a particular job. Skills development is important to increase employment opportunities and labor productivity. Education and training are important factors in preparing the workforce with the skills necessary to meet the demands of the job market. Formal education programs, vocational training, or additional skills development can help improve workforce qualifications and increase employment opportunities.

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Indonesia seeks to increase human resource development through the latest Job Training Center (BLK) policy, where this BLK implements ecosystem development policies and transforms Job Training Centers to face various problems while also solving employment challenges in Indonesia, especially to reduce Indonesia's relatively high unemployment rate. and there is no end, this is the concern of the government. BLK is a forum as well as facilities and infrastructure designed to improve the character of the Indonesian workforce through deepening knowledge of skills in various vocational disciplines. This is a form of in-depth training. Indonesia has a problem with low levels of education; Therefore.



**Figure 3. RI Employment Scheme, processed by researchers,2023.**

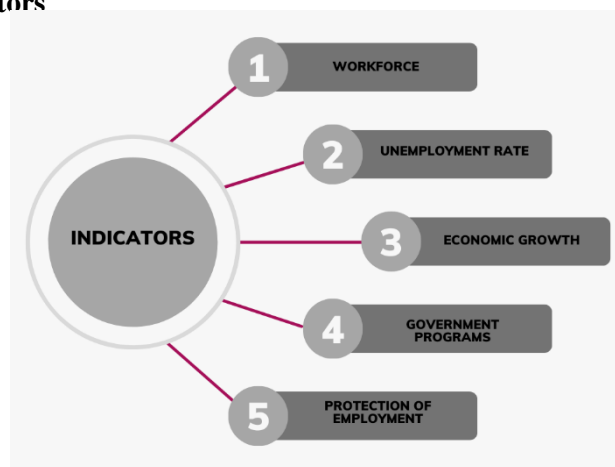
The Indonesian Ministry of Manpower focuses on three (3) issues as an effort to develop vocational training at Job Training Centers in Indonesia, namely the Transformation of Job Training Centers (BLK), First, encouraging 6R (institutional reform, redesign of training substance, HR revolution, revitalization of facilities and infrastructure infrastructure, BLK rebranding, and relationships) in each BLK whether it belongs to the central government or regional



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government(Sinaulan, 2019). Second, in each province there is at least 1 (one) UPTP Vocational Training Center (BLK). The second is the Vocational Training Ecosystem, namely through the development of a vocational ecosystem that is more integrated with the digital ecosystem of Employment Information Systems and Services (SIAPkerja) and One Employment Data (SDK) in order to create the largest digital employment ecosystem in Indonesia. Finally, the Employment Link and Match is developing vocational training that is integrated with the Labor Market Information System. This is for the sake of developing vocational training in accordance with national standards so that it adjusts employment development through the BLK according to the needs of the current labor market. Vocational training through the provision of BLK in Indonesia is considered to be a solution to employment problems which is a solution to problems such as high unemployment rates in the era of digitalization, labor that is not in accordance with market needs causing low competitiveness, especially in the era of advances in Science and Technology (IPTEK). , the problem of not having enough jobs available, and all other problems(Sinaulan, 2019).

### Indonesian Employment Indicators



**Figure 4. Indicators, (processed by researchers, 2023).**

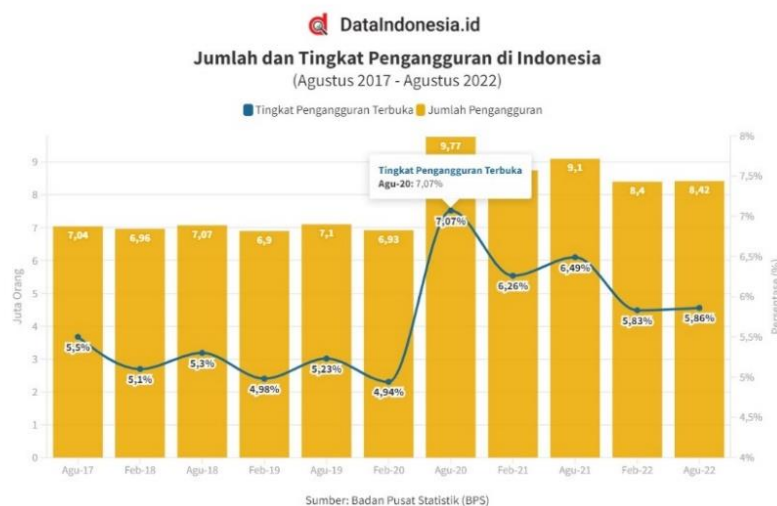
According to the above formulation of indicators regarding employment in Indonesia, it refers to conditions, policies and trends related to domestic labor. The following is some general information about employment in Indonesia. The first is labor, namely Indonesia has a large population, with a significant workforce. Many economic sectors in the country are supported by a skilled workforce, especially in the agricultural, industrial and service sectors. Labor force is the number of individuals available for work in a given country or region. In Indonesia, a large population means there is a significant workforce. Factors that influence the size of the workforce population in Indonesia include population growth, birth rates, death rates and migration.

Indonesia also has great human resource potential. However, in the employment context, it is important to pay attention to the quality, skills and education of the workforce. Efforts to develop relevant skills, training and education are very important to prepare a workforce that is competent and ready to compete in the job market. As a country with a large population, Indonesia also has challenges and opportunities in managing employment. One of the main challenges is creating enough jobs to absorb the existing workforce(Shaleh et al., 2023). The government needs to encourage economic growth, investment and infrastructure development to create more jobs and the quality of jobs greatly influences. Efforts to improve work standards, labor rights and labor protection must continue to be increased. In addition, the government and private sector need to work together to improve the quality of education and training, and link workforce qualifications with labor market needs.



In the context of globalization, Indonesian workers also have the opportunity to contribute to the international labor market. Several Indonesian workers have sought opportunities to work overseas, particularly in employment sectors such as healthcare, hospitality and construction. However, it should be remembered that the protection and welfare of migrant workers must also be prioritized. In conclusion, Indonesia's large workforce offers both potential and challenges in managing the workforce (Ismail & Zainuddin, 2019). In order to take advantage of this potential, efforts are needed to improve the quality of the workforce, create sufficient employment opportunities, improve the protection and welfare of workers, and link labor qualifications with the needs of the labor market.

The second indicator is the unemployment rate in Indonesia which varies from time to time. In general, the government tries to reduce the unemployment rate through various programs and policies, such as job training and job creation. Unemployment rates can fluctuate over time depending on economic factors, government policies, and job market dynamics. Unemployment rates can vary between geographic areas, age groups, gender, and educational levels. Therefore, more detailed and specific data will provide a more complete picture of the unemployment rate in Indonesia.



**Figure 5. Graph of the Unemployment Rate in Indonesia, (BPS, 2023).**

The Central Statistics Agency (BPS) records the number unemployment in Indonesia it reached 8.42 million people in August 2022. This number has increased compared to February 2022 which was 8.40 million people. However, when compared to the same period a year earlier, the number of unemployed in Indonesia was recorded to have decreased. In August 2021, the number of unemployed people in Indonesia was 9.1 million people. When compared with the total workforce of 143.72 million people, the open unemployment rate (TPT) in Indonesia was observed at 5.86% in August 2022. This figure increased by 0.03% points compared to February 2022 which was 5.83% . Based on their gender, the TPT for men tended to be higher, namely 5.93%. Meanwhile, women's TPT was recorded at 5.75%. By region, TPT in urban areas was monitored at 7.74% in August 2022. The figure is much higher than TPT in rural areas which is 3.43%. Meanwhile, the labor force participation rate was recorded at 68.63% in August 2022. The percentage has increased compared to August 2021 which was 67.80%. The TPAK in August 2022 is also the highest since 1986 (BPS, 2023a).

The third indicator is that stable economic growth can influence employment opportunities and employment in the country. Government efforts to encourage investment and infrastructure development can have a positive impact on employment. Indonesia has a Gross Domestic Product (GDP) at Current Prices (ADHB) of IDR 19,588.4 trillion in 2022. ADHB GDP describes the added value of goods and services calculated using current prices every year . This indicator is used to see the structure of the national economy. "The structure of Indonesia's GDP by business sector based on



current prices for 2022 does not show significant changes," said BPS in the Indonesian Economic Growth Quarter IV-2022 report released Monday (6/2/2023). Based on GDP at current prices, the Indonesian economy in 2022 will still be dominated by the manufacturing industry (18.34%); wholesale and retail trade, car and motorcycle repair (12.85%); agriculture, forestry, and fisheries (12, 40%); mining and quarrying (12.22%); and construction (9.77%). "The role of the five business fields in the Indonesian economy reaches 65.58%," said BPS. The following details the GDP value based on Indonesia's current prices in 2022 by business sector, sorted from largest to smallest: manufacturing industry: IDR 3,591.8 trillion, wholesale and retail trade, car and motorcycle repair: IDR 2,516.6 trillion, agriculture, forestry, fisheries : rp 2,428.9 trillion, mining and quarrying: rp 2,393.4 trillion, construction: rp 1,913 trillion, transportation and warehousing: rp 983.5 trillion, information and communication: rp 812.8 trillion, financial services and insurance : IDR 809.3 trillion, government administration, defense and social Security : IDR 605.1 trillion, Education Services : IDR 566.6 Trillion, Real Estate : IDR 488.3 Trillion,(BPS, 2023b).

Indonesia's economic growth has experienced fluctuations. Indonesia is one of the largest economies in Southeast Asia and has significant growth potential. In the period before September 2021, Indonesia's economic growth rate has been in the range of 5% to 6% per year, with some years reaching more than 6%. Factors that influence Indonesia's economic growth include investment, domestic consumption, exports, political stability and government policies, as well as global economic dynamics. The Indonesian government has launched various policies to encourage economic growth, such as structural reforms, increasing investment, developing the industrial and tourism sectors, and improving the quality of infrastructure.

The fourth indicator is that the Indonesian government has launched various programs to address employment issues, such as skills development programs, increasing access to education, and job creation initiatives, especially in sectors that have growth potential. The Indonesian government has launched various programs and policies to address employment issues and increase employment opportunities for the community. Some of these programs include: Pre-Employment Card Program: This program aims to improve the skills and competitiveness of the workforce through vocational training and skills development. Eligible participants receive subsidies for training and access to online learning platforms.

The Cash for Work Program (PKT) is a program that provides employment opportunities and additional income to the community through local development projects. The program focuses on sectors such as infrastructure, agriculture and the environment. Micro, Small and Medium Enterprises (MSME) Development Program: The government encourages the growth of MSMEs by providing various incentives and assistance, such as financing, training and market access. The goal is to create new jobs and increase economic independence. Kartu Sakti Program: This program provides social assistance in the form of a debit card which is given to poor and vulnerable families. This card provides cash assistance to meet basic needs and support family welfare. Overseas Worker Placement Program: The government also supports the placement of Indonesian workers abroad through cooperation with destination countries. The program provides significant employment opportunities and sources of income for many Indonesian workers. Apart from that, the government is also working to strengthen the legal framework and employment policies, improve labor protection, reduce the gap in employment opportunities between urban and rural areas, and encourage the growth of economic sectors that have the potential to create jobs.

The fifth indicator is through labor protection, laws and regulations that regulate the rights and protection of workers in Indonesia. This includes provisions regarding hours of work, leave, wages, and other rights. However, implementation and monitoring of labor protection is still a challenge in several sectors. Labor protection in Indonesia is regulated in various laws, regulations and government policies.



Several aspects of labor protection in Indonesia include: social security money, workers in Indonesia have the right to receive social security, such as health insurance, pension security, and work accident insurance. The social security program is run through the Social Security Administration Agency (BPJS) which includes BPJS Health, BPJS Employment and BPJS Employment. Minimum wage, the government sets the minimum wage as the minimum standard of income that must be given to workers. Minimum wages are set regionally and based on the economic and social conditions of each region. this policy aims to protect workers from inadequate wages. Protection against discrimination, the labor protection law prohibits

discrimination based on sex, religion, ethnicity, race and origin. Workers have the same rights to receive fair and equal treatment in employment opportunities. Protection against discrimination, the labor protection law prohibits discrimination based on sex, religion, ethnicity, race and origin. Workers have the same rights to receive fair and equal treatment in employment opportunities. Protection against discrimination, the labor protection law prohibits discrimination based on sex, religion, ethnicity, race and origin. Workers have the same rights to receive fair and equal treatment in employment opportunities.

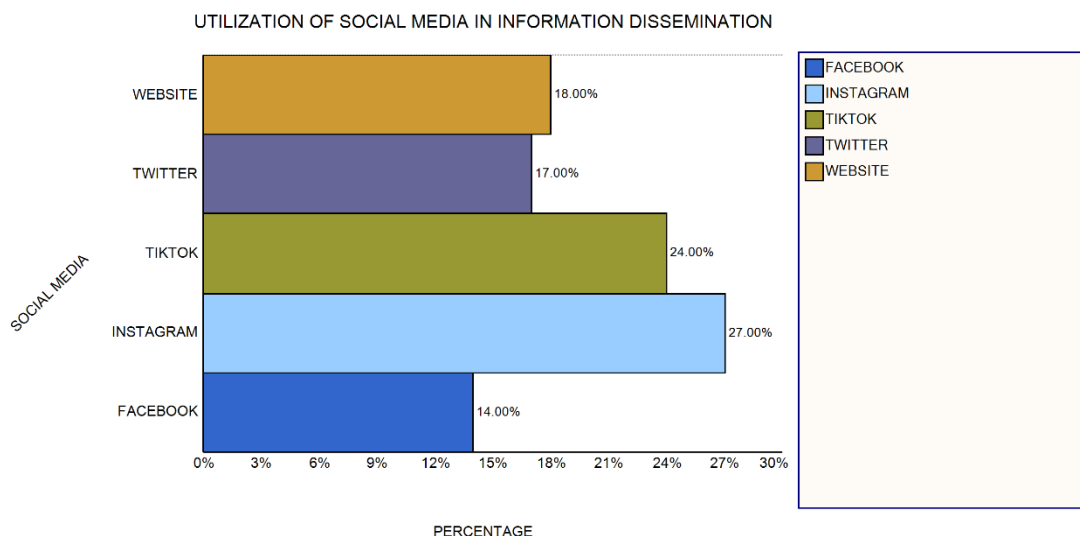
Occupational safety and health, the government requires employers to maintain a safe and healthy work environment. Labor law regulates occupational safety and health standards that must be met by employers, including occupational safety training, use of personal protective equipment, and prevention of occupational accidents. Working hours and rest, labor law regulates working and rest hours to protect workers from exploitation and ensure a balance between work life and personal life. Employers are required to provide time off and breaks regulated by law.

Workers' rights, workers have the right to obtain basic rights such as the right to associate, assemble, and express opinions. Trade unions and worker associations also play a role in protecting and fighting for workers' rights. Protection of migrant workers, the Indonesian government has a special protection program for Indonesian migrant workers who work abroad. This program includes legal protection, consular assistance, repatriation, and safe and fair placement. The Indonesian government continues to strive to improve labor protection through legislative revisions, stricter law enforcement, and increased awareness of workers' rights. However, there are still challenges in implementing and ensuring labor protection.

### **Utilization of Social Media in Disseminating Employment Information in Indonesia**

The use of social media has become an integral part of distributing employment information in Indonesia. Social media provides a broad and accessible platform for individuals and organizations to share employment-related information with a wider audience. Following are some examples of the use of social media in disseminating employment information in Indonesia, namely the announcement of job vacancies through social media such as Facebook, Instagram, TikTok, Twitter, and websites used by various government agencies and companies to announce job vacancies.



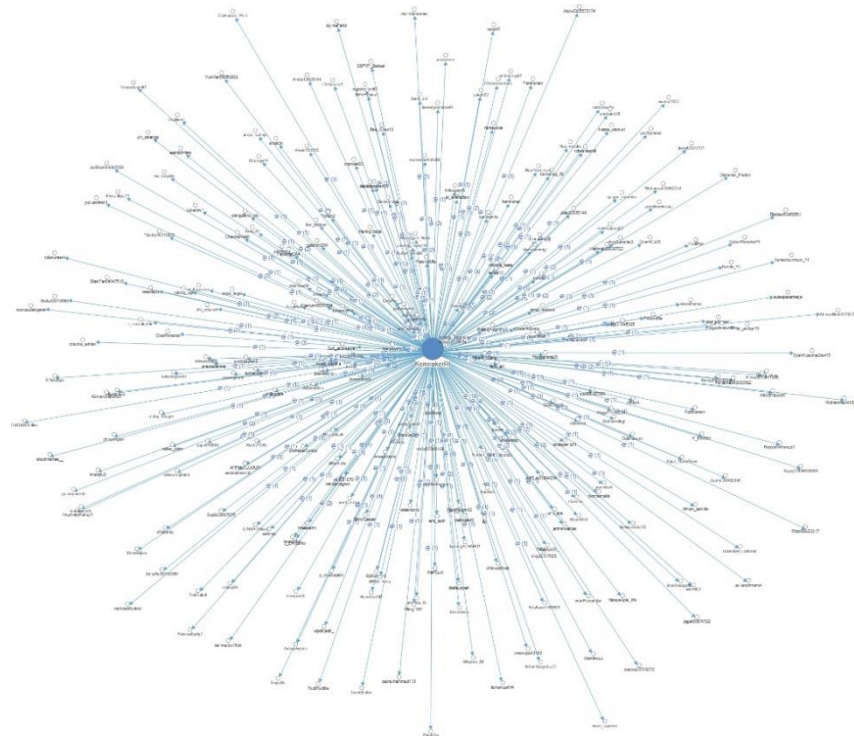


**Figure 6. Graphuse of social media in disseminating employment information in Indonesia, (processed by researchers, 2023)**

The graph above shows that the use of social media in disseminating employment information in Indonesia has become a very strategic platform used to provide information about employment. Data on the percentage of the most active and widespread dissemination of employment information is ranked first via Instagram at 27%, then ranked second via TikTok 24%, then via website 18%, via Twitter 17%, and Facebook 14%. By sharing information about job vacancies on this platform, government agencies, BUMN and companies can reach more potential applicants quickly and efficiently. Skills and Training Information Dissemination: Government, training institutions, and nonprofit organizations use social media to spread information about the skills and training available to job seekers. They can share training schedules, registration requirements, and benefits to be gained through these programs. Worker education through social media is also used to disseminate educational information related to worker rights, labor regulations, worker protection measures, and other relevant topics.(Wahyuningtyas, 2018).

Labor organizations and government agencies use social media to provide knowledge to workers and prospective workers regarding labor regulations that apply in Indonesia. Occupational Safety Awareness Campaign: Social media plays an important role in occupational safety awareness campaigns. Information about work safety practices, workplace risks, and preventive measures can be disseminated through videos, infographics, and other visual content on social media platforms. Discussions and Forums: Social media provides space for discussions and forums related to employment. Online communities can be formed on platforms such as Facebook and LinkedIn, where people can share experiences, provide advice, and support each other in finding work or dealing with employment issues(Adha et al., 2020). Monitoring and Reporting Violations Social media also allows workers or the general public to report labor violations or employment-related problems quickly and directly to the relevant authorities or organizations. This can help increase transparency and accountability in employment matters. Overall, the use of social media in disseminating employment information in Indonesia provides great benefits in reaching a wider audience, educating the public, and increasing awareness of employment issues. However, it is important to ensure that the information shared via social media is accurate.





**Figure 7. GraphSociogram of public responses via social media to Indonesian employment, (processed by researchers, 2023)**

The results of the sociogram graph above show that the public's response on social media regarding Indonesian employment is very diverse and activates various public responses, including those related to Public responses to employment in Indonesia through social media can vary. Here are some examples of common responses that may appear on social media regarding employment in Indonesia to complaints about unemployment rates: people often express concern about Indonesia's high unemployment rate. They may criticize the government for not having enough jobs to absorb the existing workforce. Discussions about wages and welfare through social media are often used as a platform to discuss issues of low wages and worker welfare. Communities can express their concerns about wage inequality, income disparities, and lack of social security (Tresnawati, 2018). Discussions about government programs such as pre-employment cards and PKT are also frequent topics of conversation on social media. The public can provide their opinions, reviews or personal experiences regarding the effectiveness of these programs. Suggestions for skills improvement Some individuals may use social media to share information, advice or opportunities regarding skills development and training. They can discuss training programs that are useful for increasing employment opportunities. The experience of migrant workers through social media is also a place for migrant workers or their families to share experiences, challenges and support regarding work abroad. Discussions about the protection, rights and plight of migrant workers can take place on social media platforms (Ulfa et al., 2021). Social media reflects the diversity of individual views and experiences. Public responses to employment in Indonesia on social media can vary greatly, depending on each individual's background, experience and perception.

## Conclusion

The use of social media to disseminate information related to employment in Indonesia has a significant impact on socialization and public awareness of employment issues. The following are several conclusions regarding the use of social media in Indonesia for disseminating employment information. The significance of incorporating social media platforms for disseminating employment-



related information has gained prominence in the era of digitalization. Social media has shown to be a highly efficient instrument for the dissemination of information, facilitating the exploration of career prospects, fostering professional interactions, and establishing networks within the realm of employment. Social media platforms that are specifically tailored for professional purposes enable individuals to showcase their work experience, talents, and accomplishments during the process of seeking employment opportunities. Social networking platforms facilitate interactions among professionals, whether they are engaged in the same occupation or operating within the same industry. This practice has the potential to facilitate the exchange of personal experiences, foster the growth of professional networks, and uncover employment prospects via recommendations. Social media platforms facilitate the construction of an individual's personal image, enabling the dissemination of one's opinions, writings, and initiatives that have been undertaken. Social media platforms offer a wide range of professional courses and trainings, such as webinars, online and offline courses, and industry-specific updates, thereby providing individuals with many opportunities to enhance their knowledge and skills.

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