

Communication Strategy of the Ogan Ilir Regency Department of Transmigration and Manpower in Increasing Participation in the Job Skills Training Program in Ogan Ilir Regency

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Abstract

This study aims to analyze the communication strategies implemented by the Department of Transmigration and Manpower in Ogan Ilir Regency to increase public participation in skills training programs. Low participation rates present a significant challenge requiring effective and targeted communication approaches. The study employs a descriptive qualitative approach, collecting data through in-depth interviews, observations, and document reviews. Research participants include department staff, program participants, and the general public targeted by the program. The findings reveal that communication strategies utilized include printed media, digital platforms, and direct engagement through community leaders and community-based socialization. However, constraints such as budget limitations, technological infrastructure, and public awareness of program benefits hinder effectiveness. Effective strategies involve a combination of personal and digital approaches, such as leveraging social media to reach younger generations and actively involving local village officials in disseminating information. The study recommends enhancing internal staff training on public communication, optimizing the use of information technology, and strengthening collaborations with local stakeholders. With more targeted communication strategies, public participation in skills training programs is expected to improve, supporting efforts to reduce unemployment in Ogan Ilir Regency.

Keywords: communication strategy, skills training programs, public participation, Department of Transmigration and Manpower, Ogan Ilir Regency.

1. Introduction

High unemployment rates pose a significant challenge to economic and social development in various regions of Indonesia. In Ogan Ilir Regency, the Open Unemployment Rate (Tingkat Pengangguran Terbuka/TPT) reached 4.91% in 2021 (BPS, 2021), indicating the need for comprehensive and strategic efforts to address this issue. To tackle unemployment, the government, through the Department of Transmigration and Manpower (Ditransnaker), has initiated various skills training programs aimed at enhancing the competence and competitiveness of the local workforce. However, public participation in these programs often remains suboptimal, which may be attributed to various factors, including the effectiveness of communication strategies employed by Ditransnaker (Opa Andespa, 2019).

Effective communication strategies play a crucial role in increasing public participation in skills training programs. According to a study conducted by the Department of Manpower and Transmigration of Indragiri Hilir Regency, the use of appropriate communication media such as direct communication, brochures, banners, circular letters, local radio, and television can significantly improve public participation in training programs (Opa Andespa, 2019).

Furthermore, a study in Ciamis Regency highlights the need to improve the accessibility of training programs for residents in remote areas. This finding underscores that effective communication strategies must account for the geographic and demographic characteristics of the target population (Purnama, 2024).

In Kupang City, the communication strategies employed by the Department of Manpower and Transmigration successfully reduced unemployment by disseminating information about training programs through social media and collaborating with community leaders. This highlights the importance of partnerships with various stakeholders in delivering information to the public (Pingak, M. H. 2024).

Based on this background, this study aims to analyze the communication strategies implemented by the Department of Transmigration and Manpower in Ogan Ilir Regency to increase public participation in skills training programs. With the Open Unemployment Rate at 4.91% in 2021, understanding and optimizing effective communication strategies are crucial for boosting participation and reducing unemployment in the region.

2. Literature Review

2.1 Communication Strategy

Strategic communication is the planning and management of effective message delivery to ensure the recipient understands and can alter their attitude or behavior based on the communication. According to Middleton, strategic communication is the best combination of all communication elements, including the communicator, the message, the medium, the recipient, and the impact, all designed to achieve maximal communication goals. (Putri Anisa Fitriani. 2024).

Meanwhile, Arni states that strategic communication involves planning and tactics for facilitating communication by presenting the sender, the message content, and the recipient, with the goal of achieving the intended outcome. (Arni, R. 2024). Abidin adds that strategic communication is fundamentally about planning and management to achieve a communication goal, and it is not just a roadmap showing the direction but also includes operational tactics. (Abidin, Z. 2024)

In the context of government relations with citizens, strategic communication involves transparency, consistency, and cultural adaptation of messages to meet citizens' needs. The use of digital platforms and two-way communication methods plays a key role in ensuring that the government is approachable and responsive to public concerns. (Middleton, S. 2024)

2.2 Participation

Community participation refers to the active involvement of individuals or groups in the planning, implementation, and evaluation of development programs that affect their lives. According to Hetifah Sj. Soemarto (2003), community participation is "a process in which citizens, both as individuals and as social groups and organizations, play a role in influencing the planning, implementation, and monitoring of policies that directly affect their lives." (Haluana'a, F. J. 2019)

Suryono (2001) states that participation is "the involvement of the community in development, participating in development activities, and benefiting from and enjoying the results of

development.". Isbandi (2007) defines participation as "the involvement of the community in identifying issues and potentials in the community, choosing and making decisions about alternative solutions to address problems, implementing efforts to solve the problems, and engaging in the evaluation of the changes that occur."

H.A.R. Tilaar (2009) states that participation is "a manifestation of the desire to develop democracy through a decentralization process, where the need for bottom-up planning is emphasized by involving the community in the planning and development processes of their society."

Community participation includes voluntary contributions from individuals or groups in various forms, such as providing suggestions, opinions, resources, skills, or labor, all aimed at achieving common goals in development.

2.3 Jobs Skill Training

Jobs skills training is a process designed to enhance an individual's knowledge, skills, and attitudes so they can perform specific tasks or jobs effectively and efficiently. According to Nugroho (2019), work training is a series of activities systematically arranged to improve an individual's skills, experience, expertise, knowledge, and attitude changes.

Meanwhile, according to Dessler (2020), training is the process of acquiring the skills needed by employees to perform their jobs, where employee training provides practical knowledge and its application in the workplace to improve work productivity and achieve the goals set by the organization.

Jobs skills training aims to improve the competency of the workforce so that they can adapt to technological changes and the ever-evolving demands of the job market. This training also plays an important role in enhancing work productivity and effectiveness, as well as preparing individuals to face challenges in the workforce.

3. Research Method

This research uses a descriptive qualitative approach to explore and understand the communication strategies implemented by the Department of Transmigration and Manpower of Ogan Ilir Regency to increase community participation in vocational training programs. The research is conducted in Ogan Ilir Regency, focusing on the Department of Transmigration and Manpower as well as the community members who are involved or potentially involved in the training programs. The research sample consists of Department officials, such as the head of the Department and program staff, as well as community members who have participated or have not yet participated in vocational training.

Data collection techniques include in-depth interviews, participatory observation, Cases studies and document studies. Interviews will be conducted with key informants, such as the head of the Department, program staff, and training participants. Cases studies and observations will explore the community's perceptions of the training program and the communication strategies used. The collected data will be analyzed thematically to identify key themes related to communication strategies, barriers, and factors that encourage community participation.

3.1 Data Sources

3.1.1 Primary Data

The data was obtained through in-depth interviews with internal parties of the Ogan Ilir Regency Transmigration and Manpower Office, such as the head of the Department, the implementing staff of the Activity, and trainees involved in the job skills training program

3.1.1 Secondary Data

Data is obtained from office documents, annual reports, academic publications, and social media and online media as well as other relevant data.

3.2 Data Collection Method

3.2.1 In-Depth Interview

Interviews will be conducted with relevant parties, such as the head of the Department, program implementation staff, and training participants. These interviews aim to gather information about the communication strategies employed, challenges faced, and factors influencing community participation.

3.2.2 Participatory Observation

The researcher will directly observe the vocational training activities organized by the Department of Transmigration and Manpower to understand how communication is practically carried out during program implementation.

3.2.3 Document Study

The researcher will analyze relevant documents, such as annual reports, departmental work programs, and promotional materials for vocational training programs issued by the Department of Transmigration and Manpower of Ogan Ilir Regency

3.3 Data Analysis Method

The data was analyzed using thematic analysis techniques, with the following steps:

- **Data Reduction:** Sorting important data that is relevant to the research objectives.
- **Data Classification:** Segment data based on key themes, such as communication strategies, community participation and Job Skills Training
- **Drawing Conclusions:** Identify patterns and conclude Communication Strategies in Increasing Community Participation in the Job Skills Training Program in Ogan Ilir Regency

3.4 Validity and Reliability

To ensure the validity and reliability of the data, the researcher will employ source triangulation by utilizing data from various sources, such as interviews, observations, and case studies, to compare and confirm the consistency of findings. Additionally, method triangulation will be used by applying multiple data collection methods, including interviews and observations, to cross-verify results. The researcher will also conduct member checking by seeking feedback from key informants on the findings to ensure the accuracy and credibility of the data.

4. Findings and Discussions

This research aims to analyze the communication strategies of the Department of Transmigration and Manpower of Ogan Ilir Regency in increasing community participation in vocational training programs in Ogan Ilir Regency. The findings are presented based on data

collected through in-depth interviews, participant observations, and document analysis. These results are summarized in the form of narratives, tables, and graphs to facilitate readers' understanding of the key findings.

4.1 Communication Strategy of the Transmigration and Manpower Service of Ogan Ilir Regency

Interviews with the Head of the Ogan Ilir Regency Transmigration and Manpower Office and the Head of the Regional Technical Implementation Unit of the Ogan Ilir Regency Transmigration and Manpower Office Work Training Center revealed that there are 5 (five) important points that are the basis of the communication strategy in promoting work skills training in order to get participants who are in accordance with the expectations and objectives of the program. The important points that are the basis are:

a) Communication Targets

Table 1. Communication Target Matrix

Criteria	Target	information
Age	15-50	Age 15 - 50 years was chosen because a person is still of productive age
Education Level	SD-SMA	Priority for those who cannot continue their education to a higher level
Job	Unemployment, Housewives, Female Heads of Households	to provide business capital in the form of goods and skills according to these criteria
Location	Ogan Ilir Regency	special training participants for those domiciled in Ogan Ilir district

b) Communication Objectives

- Increase public awareness of job skills training programs.
- Convey the benefits of participating in training (improved work skills, greater job opportunities).
- Invite more participants to register.

c) Key Message

Emphasis on the real benefits of the training program, namely the opportunity to get a job or start your own business because you get training equipment according to the field of training you are taking, and work skills that are relevant to industry needs. In addition, in this communication strategy, Distransnaker promotes the advantages of the training program, including free training, professional trainers/mentors and the provision of business capital.

d) Media and Promotion Channels

Table 2. Media and Promotion Channel Matrix

Promotion channel	Platform	Status	Actual (as-is)	Follow-up (as-if)
Traditional Media	Local Radio	No	-	The need for cooperation with local radio (Indralaya FM) in promoting work skills training program activities
	Billboard / Banner	Yes	has been installed in front of the service office and the UPTD LLK Indralaya office	It needs to be added at least in every sub-district office and in various strategic and busy locations.
	Local Newspaper	Yes	local online media	In this case, Distransnaker has promoted the activity to local online media, both websites and Instagram.
Media Digital	Instagram	Yes	distransnakeroganilir	need improvement to attract the attention of the younger generation through engaging visual content such as photos, Reels, and Stories.
	Twitter	No	-	can be used to deliver short and fast information with potential reach through trending hashtags.
	Facebook	Yes	Distransnaker Oganilir	need to be updated continuously to reach a diverse age audience through community groups, events, and long posts.
	Tik-Tok	No	-	Utilizing TikTok Increase visibility with creative and viral videos to attract the younger generation.
	Youtube	No	-	can provide in-depth information through long videos, such as training details and promotions.
	Website	Yes	distransnaker.oganilirka b.go.id	needs to be maximized as an official information center with online registration features and training program updates.
Direct Approach	Socialization to Kecamatan	Yes	Sending letters about the training program to all kecamatan	Need regular visits
	Socialization to Kelurahan	ada	Visits to several potential sub-districts	Need regular visits

e) Collaboration with Stakeholders

Cooperating with local companies for the recruitment process of employees who are in accordance with their skills, as well as the Department of Industry and Trade of UMKM to

support training participants who want to start a business.

4.2 Effectiveness of Communication Strategy in Increasing Community Participation

Data from the internal report of the Ogan Ilir Regency Manpower and Transmigration Office shows an increase in community participation in participating in work skills training programs from 2022 to 2024.

4.2.1 Effectiveness of Communication Strategies on Gender

Figure 1. Participation graph of prospective training participants based on gender

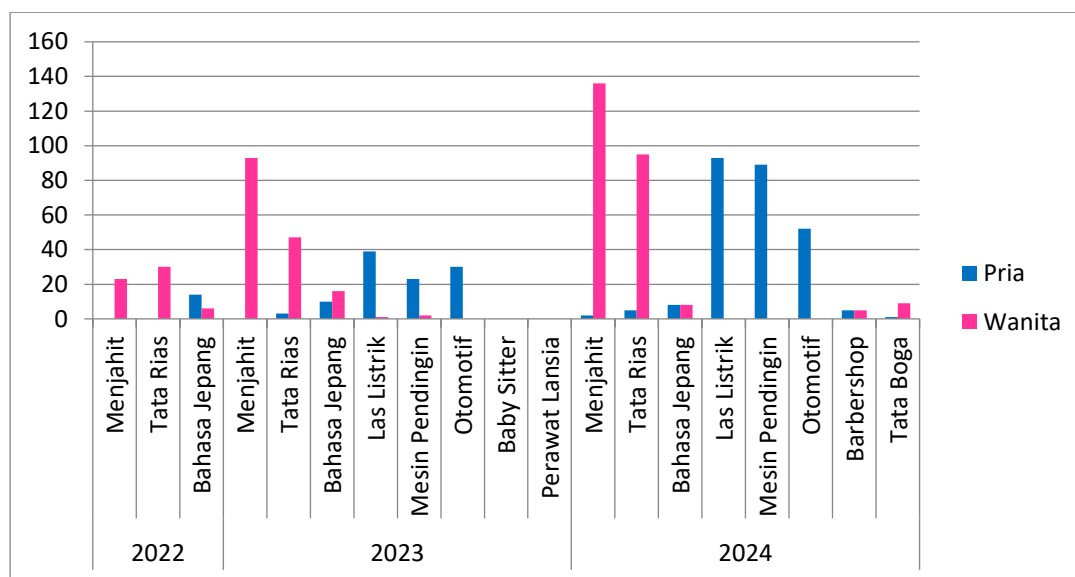
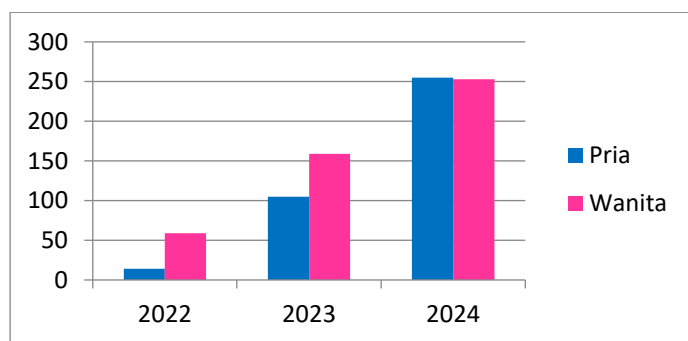


Figure 2. Summary graph of prospective training participant participation by gender



3. Analysis Table

Analysis results	Reason	Cause Corrective Action
In 2022 and 2023, the participation of training participants will be dominated by women.	Some types of training are still considered by society to be something that can only be attended by certain genders.	Socialization and promotion that all types of training can be attended by all genders
In 2023, there will be no applicants for babysitting and elderly care	Lack of socialization and knowledge of job and business	Providing socialization and understanding both through social

training, and in 2024, there will be no applicants for culinary and barbershop training.	opportunities for this type of training	media and direct promotion about job opportunities for new types of training.
In 2024, the participation of training participants will be balanced between men and women.	The increase in female participant participation almost doubled in the Make-up and Sewing training types and the influence of effective promotion so that the level of participant participation in training increased drastically in all types of training.	Increase the efficiency and effectiveness of communication strategies so that the distribution of participant participation is balanced in each type of training.

4.2.2 Effectiveness of Communication Strategies at Age

Figure 3. Participation graph of prospective training participants based on age

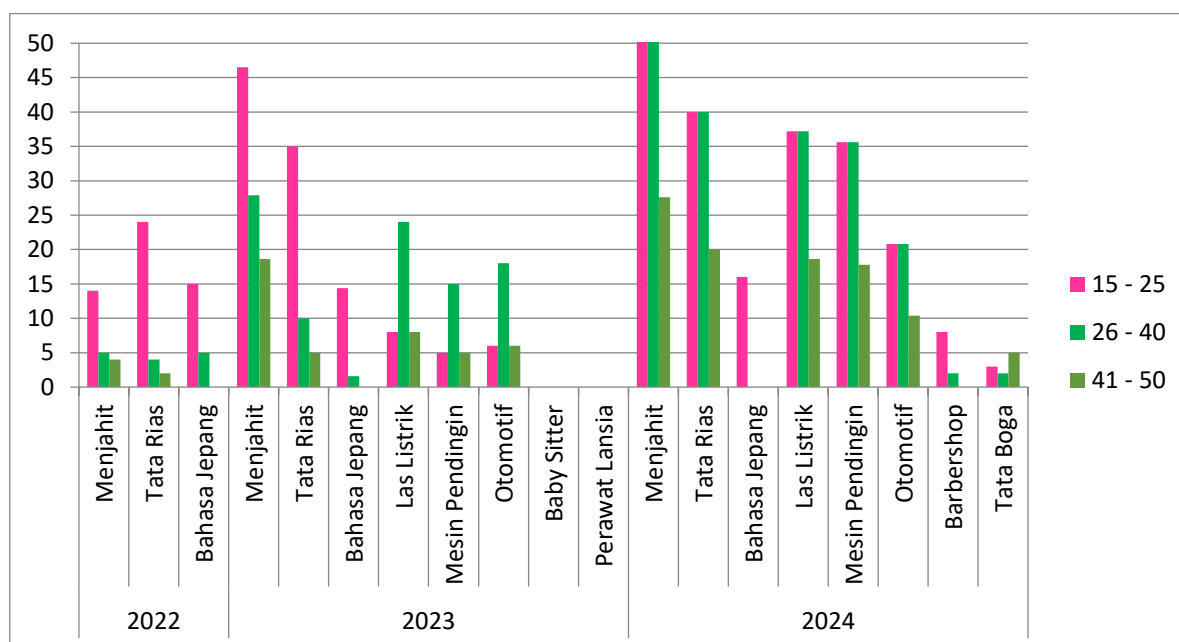


Figure 4. Summary graph of prospective training participant participation based on age.

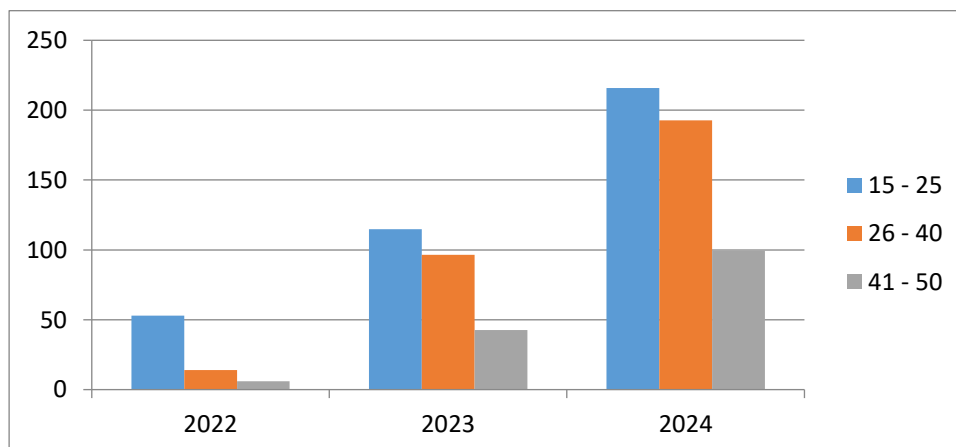


Table 4. Analysis Table

Analysis results	Reason	Corrective action
In 2022 and 2023, the training participants were dominated by those aged 15-25 years.	Training is only considered as a way to fill spare time for other age groups, and they prefer to work odd jobs.	After knowing that the promotion of training capital was given, interest from other age groups continued to increase. The provision of business capital also increased the promotion of training to be more easily accepted by the community.
In 2023, electric welding, refrigeration and automotive training will be in high demand among the 26-40 year old age group.		
Japanese language training is only of interest to the 15-25 age group	Japanese language training is a training aimed at participants who will be doing an internship in Japan.	Promoting learning Japanese is not only for internships, but can be useful for working in multinational companies.

4.2.3 Effectiveness of Communication Strategy at Education Level

Figure 4. Summary graph of prospective training participant participation based on education

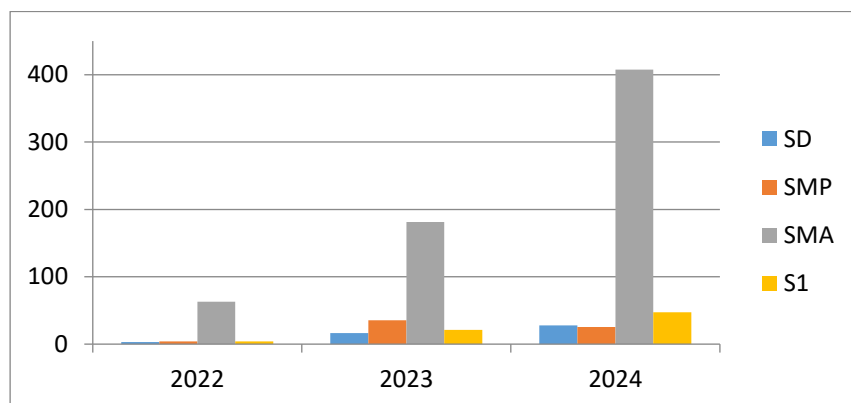


Figure 5. Participation graph of prospective training participants based on education

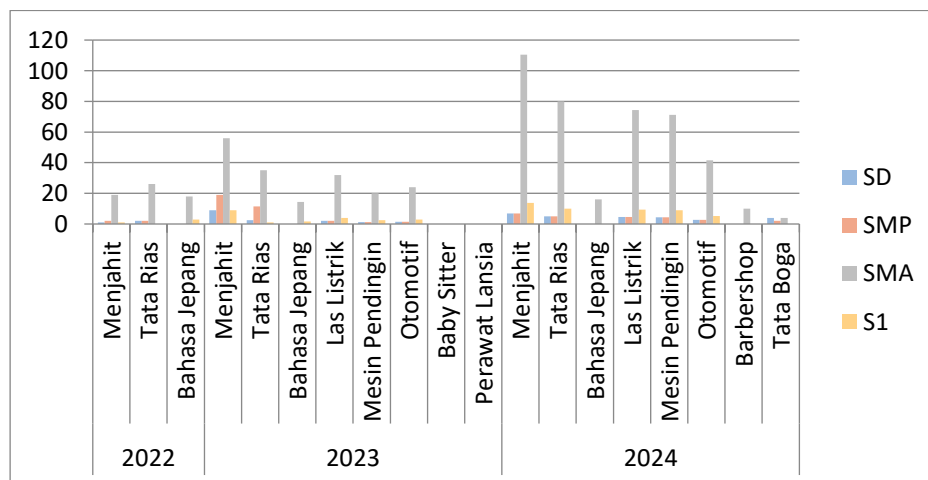
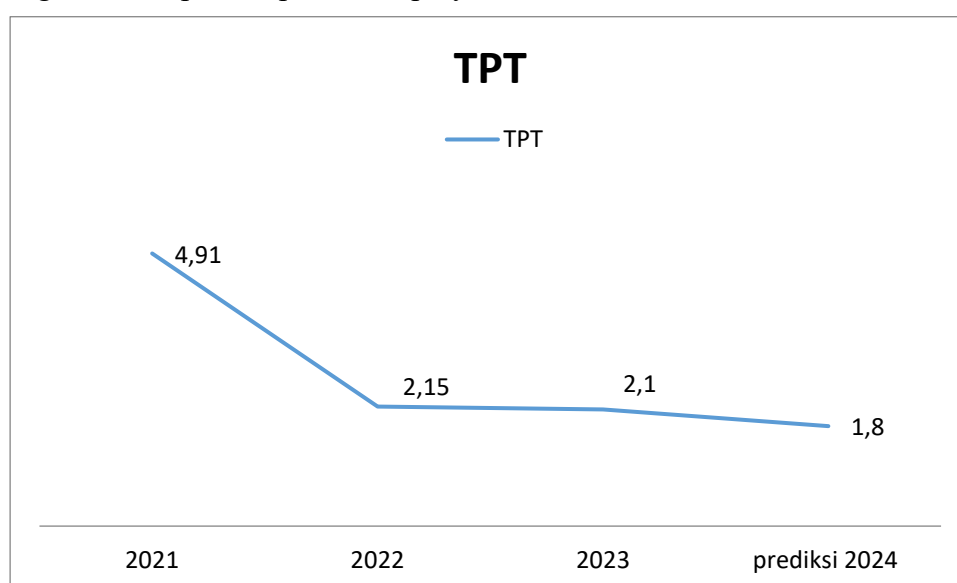


Table 5. Analysis Table

Analysis results	Reason	Corrective action
The training participants are dominated by high school graduates.	High school graduates are easier to identify and reach through social network promotions and online media, so they become the dominant group in training.	Expanding participation could include more intensive outreach to other age groups, as well as providing a more diverse range of programs.

4.2.3 Effectiveness of Communication Strategy on Open Unemployment Level

Figure 6. Graph of Open Unemployment Rate 2021-2024



5. Conclusion

This study concludes that the decrease in the Open Unemployment Rate (TPT) from 4.91% in 2021 to 2.1% in 2023, and a prediction of 1.8% in 2024, reflects the successful implementation of the communication strategy by the Ogan Ilir Regency Transmigration and Manpower Office. Effective communication strategies, such as communication targets, utilization of social media, direct socialization activities, and partnerships with various parties, have succeeded in increasing public awareness and participation in job skills training programs. These results indicate that the right communication approach can have a positive impact on reducing unemployment, improving the quality of the workforce, and expanding public access to job opportunities.

The Ogan Ilir Regency Transmigration and Manpower Office needs to optimize the use of social media with creative content such as video testimonials, live Q&A, and registration tutorials to increase community involvement. In addition, it is important to conduct more specific audience segmentation so that communication strategies can be tailored to the needs of each community group, such as youth, informal workers, or housewives. Collaboration with community leaders or local influencers can also be an effective way to expand the reach of training program promotions. In addition, the Office needs to strengthen socialization in remote areas through

village officials or community groups and provide mobile facilities such as mobile service cars to provide information directly to the community. Systematic monitoring and evaluation through surveys and social media analytics also need to be carried out to measure the effectiveness of communication strategies and ensure that the efforts made provide optimal results. With these steps, community participation can continue to be increased, so that training programs have a greater impact on reducing unemployment rates.

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