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e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* \*Corresponding author: nurullaili-mauliddah@fe.um-surabaya.ac.id 1 Effectiveness of the Job Market Fair in Reducing Unemployment Rates Nurullaili Mauliddah1\*, Mochamad Mochklas2, Asyidatur Rosmaniar3 1,2,3) Faculty of Economic and Bussines, University of Muhammadiyah Surabaya Abstract The study aims determine the effectiveness of the JMF in lowering the unemployment rate.

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

Keywords: Job market fair; unemployment rate. Introduction Apart from being supported by the two main sectors namely trade and industrial sectors, the economy of Surabaya City is also supported by other variables which also play an important role, namely investment. Investment in an area is an important factor for the region's economic growth, not only for regional output (Kim & Kang, 2020). investment also impacts job opportunities and improves people's welfare (Putra & Arka, 2016).

Broad job opportunities will provide greater opportunities for people to improve their living (Mouw, 2003). The high competition in competing for job vacancies requires the public to gather information (Ambarita, 2013). The policies taken by the government

should have an impact on society. Equitable employment opportunities and the availability of job opportunities are important foundations in improving justice for all communities (Dewandaru & Purnamaningsih, 2017). There are still many people who do not know the exact information related to job vacancies (Istianyani, 2010). This is often used by certain individuals to do things detrimental to society (Sari, 2013).

The occurrence of fraudulent crimes by utilizing job vacancies, information on job vacancies that are not following the job to be done (Beam, 2016) is a very concern. To anticipate this, the Surabaya City Government organizes a job fair event that is held annually. The job fair is expected to open opportunities and information to people searching for jobs (Coles et al., 2010). Demand for job vacancies by graduates at both the tertiary and SMA / SMK is very high (Ridwan & Febrianda, 2016). As a Metropolitan City, Surabaya has become one of the urbanization destinations for other regions.

This has led to an increasing number of job seekers, resulting in increased competition in finding children's jobs within the city . The number of residents moving to Surabaya based on data from the Surabaya City Population and Civil e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 ECONOMIE 2 Registration Office has increased in the past year. In 2017, the number of residents who entered the city of Surabaya was 38,404 people. This number increased to 39,005 people in 2018. Surabaya's increasing population causes the number of working-age populations (workers) from year to year. This has not been accompanied by developments in employment, which has resulted in unemployment (Syariful, 2018).

Based on data from the Surabaya City Manpower Office, until the end of 2017 15,626 job seekers had not been placed. In 2018, the number of new job seekers in Surabaya increased by 8,288 and the number of successful job seekers was 5,805. Until the end of 2018, 15,282 job seekers had not been placed. In 2015, the number of registered job vacancies was 10,096. In 2016 it decreased to 9,604 and continued to decline in 2017 and 2018 by 8,201 and 8,288. Most of the job vacancies registered in Surabaya come from the sales business field group, professional technician staff, and service business personnel. This is by the vision of the City of Surabaya as a City of Trade and Services.

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

The labor market's function is to optimally allocate labor among various alternative users in productive work, which provides decent income, a sense of peace and security from the threat of danger, does not worry about losing a source of livelihood, and provides a sense of self-respect and life security (Coles et al., 2010). The functions of the labor market are: a. As a Means of Distribution of Labor, b. As a means of obtaining information about employment, c. As a means of bringing together job seekers and people or institutions who need human resources. The benefits of the labor market include: a. Can help job seekers in getting a job so that it can reduce unemployment b.

Can help people or institutions that need labor to find labor c. Can assist the government in overcoming labor problems Labor or the working-age population is a population of working age who is ready to do work, namely 15-65 years old. Based on Law No. 13. of 2003, labor is anyone who can do work to produce goods and services to meet the needs of themselves and the community. Effectiveness Effectiveness focuses on outcomes (results), programs, or activities considered adequate if the resulting output can meet the expected goals or say spending wisely (Ambarita, 2013). For more e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 ECONOMIE 3 details, see the equation below regarding the relationship between the meaning of effectiveness below.

In connection with the preceding, effectiveness is describing the entire cycle of input, process, and output, which refers to the useful results of an organization, program, or activity that states the extent to which objectives (quality, quantity, and time) have been achieved, as well as a measure of the success or failure of an organization, achieves its goals and achieves its targets. In the opinion of Gibson Ivancevich Donnelly in his book Behavior, Structure, Process states that the measure of organizational effectiveness is as follows: a.

Production is the organization's ability to produce the quantity and quality of output following environmental demands. b. Efficiency is the ratio (ratio) between output and input. c. Satisfaction is a measure to show the degree to which the organization can meet the needs of society. d. Excellence is the degree to which an organization can and does respond to internal and external changes. e. Development is a measure of an organization's ability to increase its capacity in facing community demands. (Gibson et al.,

1996) The problem raised in this research is whether the Surabaya city government's job fair has been able to reduce the unemployment rate in Surabaya city effectively. Research Method The approach used in this research is descriptive qualitative approach. The descriptive qualitative approach is used to evaluate the effectiveness of the job market held by the Surabaya city government to reduce unemployment. The methods

used are survey methods and in-depth interviews with a structured questionnaire. The types of data used in this study include primary and secondary data. Primary data were obtained through structured interviews through field surveys with purposive sampling technique.

The data was obtained through in-depth interviews conducted on the perpetrators of the job fair and related agencies in Surabaya. Secondary data was obtained from various relevant sources such as data from the Surabaya City Central Statistics Agency (BPS), the Surabaya City Investment Service. Primary data acquisition results will be analyzed using analysis of Strength, Weakness, Opportunities, Threats (SWOT).

SWOT analysis can be used to analyze a portrait of strengths, weaknesses, and opportunities and macro and micro challenges to the effectiveness of job market fair implementation in reducing unemployment in the city of Surabaya. According to Kurtz (2008) e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 4 in (GÜREL, 2017), SWOT analysis is an important strategic planning tool to help planners compare an organization's internal strengths and weaknesses with external opportunities and threats.

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

Results and Discussion From the secondary data obtained, several facts about labor conditions in the city of Surabaya are known. Open unemployed are those who (a) are looking for work, (b) who are preparing a business, (c) who are not looking for work because they feel that it is impossible to get a job, and (d) who already have a job but have not started working (Putra & Arka, 2016). The number of open unemployment in the period 2013-2015 in the City of Surabaya tended to increase steadily, especially from 2013 to 2015 from 78,898 people, increasing to 102,914 people.

However, in 2015 the number of open unemployed experienced a relatively small decline, reaching 102,914 people. The increase in the number of open unemployed in the 2013-2015 period is estimated to be the impact of the economic slowdown that occurred in several developed countries in the European continent and the decline in economic growth in China (Surabaya, 2018). Source: BPS, Sakernas August 2013-2018

Figure 1. Number Of Open Unemployed Surabaya City 2013-2015 (Person) JMF participants are job seekers who are active in the city of Surabaya.

Job seekers submitting a job application in joining the JMF must first register to get a Yellow Card. This yellow card is one of the requirements which explains that a person still does not have a job (Darmawan, 2019). e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 5 Surabaya City BPS data shows that job seekers who registered yellow cards were dominated by 4,159 high school graduates in 2018 and increased to 5,255 in 2019. Furthermore, 3,009 graduates from S1 in 2018 and decreased to 2,396 in 2019. There are still graduates from the elementary education level of 78 people in 2018 and increasing in 2019 by 84 people.

On average, graduates from elementary school are looking for non-formal jobs such as domestic helpers, baby sitters that do not require special skills. From the higher education level, there are job seekers from a doctoral education background who on average are looking for job vacancies in the education sector to become lecturers or teaching staff at an institution. Of the total number of job seekers in the yellow card applicant data, in an average of two years, 70% of job seekers reported being accepted at the job they were applying for.

The waiting period for acceptance is no longer than 6 months from the submission of a job application. The average job seeker is accepted at the job is 2 months (Ridwan & Febrianda, 2016). The percentage of job seekers who were accepted into the jobs submitted for applications is as follows: Source: Department of Manpower, data processed in 2020 Figure 2. Percentage of Accepted Job Seekers The companies that accept applicants from JMF come from various sectors. Both from the service sector, retail trade, government, finance, agriculture, education and the manufacturing industry.

The sector that mostly absorbs job seekers is from the retail trade sector. Source: Manpower Office, data processed, 2020 Figure 3. Percentage of Sectors that Accept Job Seekers e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 6 JMF is conducted an average of 7 times a year. Based on the data on the JMF implementation results in the following table, the highest number of participants registered and participated in the JMF in July and August. This is because in those months it is the month of changing the period of study in universities where many graduations are carried out. For the high school level the implementation of the end of the learning period is carried out.

In full, the following data: Table 1. Participants Who Take Part In The JMF For The 2018-2020 Years Month Number Of Participant 2018 2019 2020 January - - - February - - 1.855 March 4.032 2.953 1.722 April 1.310 2.469 May - 6.070 June 1.054 2.449 July

5.346 - August 5.225 8.463 September - 3.592 October 1.693 - November 3.522 2.186  
December - - Source: Department of Manpower, 2020 JMF in 2018 and 2019 with  
random sampling to show information and conditions for government interventions that  
have been carried out so that the survey was conducted on 70 JMF participants.

In searching for data, it is done online via google form sent to the respondent's email  
address. Regarding the JMF implementation, which has been held by the Surabaya City  
Government, we raised several questions during the survey process. These questions  
include gathering information related to the effectiveness of the JMF implementation in  
reducing unemployment. e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 7 Based  
on the survey results, it is known that 54% of respondents know information related to  
JMF through social media or the internet.

Furthermore, 20% of communication is obtained through print media such as  
newspapers, magazines and advertising leaflets. The internet network plays an  
important role in disseminating information (Ridwan & Febrianda, 2016). According to  
internet respondents, especially social media, it effectively disseminates JMF information  
because it is easier to reach and more up to date. The website of the Surabaya City  
Government is also often a reference for information other than social media belonging  
to the Surabaya City Government's Office of Communication and Information.

Thus, the public will not miss any information whenever JMF will be implemented  
because it is also done online through the Disnaker website- based application. Several  
economic sectors in the city of Surabaya have sectors that are favorite destinations for  
job seekers. This sector is said to be a favorite because there are indeed many job  
seekers who are graduates from that field (Hariyanto et al., 2018). The sector which is  
the prime destination for job seekers based on the survey results is the trade and  
services sector. As many as 37% of respondents stated they wanted to apply to the  
trade and services sector.

This is because most of them are graduates from senior high school and bachelor. The  
companies that have participated in the JMF have provided jobs for as many as 15  
companies for each JMF implementation. Every JMF implementation of a company that  
offers a job is not the same, depending on the company's need for labor. These 15  
companies come from various fields where job seekers also come from various fields.  
The number of formal employment opportunities is not proportional to the availability  
of labor, this is what triggers unemployment. Therefore, job seekers who are not  
accommodated in formal jobs must work hard to carry out informal or self-employed  
jobs.

Based on the survey results whether the jobs offered in JMF, the respondent answered that they were unable to accommodate as many as 80% of respondents and 20% of respondents answered that they could accommodate job seekers. The aim of the JMF is to reduce unemployment in the city of Surabaya. however, whether this JMF has been effective in achieving these goals. then further analysis is needed from the survey results that have been presented in the previous point. SWOT quantitative analysis will compare the scores of internal factors (IFAS) and external factors (EFAS).

The IE matrix will show the position of JMF effectiveness in the city of Surabaya, so that the most appropriate policy formulation can be found to reduce unemployment. The results of this SWOT analysis will be used as a basis for formulating policy strategies to achieve the effectiveness of JMF implementation so that it is appropriate to reduce unemployment. e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 ECONOMIE 8 Table 2.

Analysis Of Strengths, Weaknesses, Opportunities And Threats Of The Effectiveness Of The Implementation Of The Surabaya City Job Fair The Effectiveness of the Implementation of the Surabaya City Job Fair Strengths Weakness Opportunities Threats - Surabaya City as a city of trade, services and industry - Many companies operate in the city of Surabaya - job seekers already have skills - high job seeker motivation - good network between government and companies - high competition among job seekers - Many urbanized people have higher abilities than job seekers from Surabaya - not all workers who were hired reported being hired - educational background does not match the needs of employment - the emergence of new industries - absorption of labor in new industries - High skills possessed by workers - JMF is implemented more frequently to accommodate workers - the emergence of competitors from other cities - moving some companies to other cities - There are sufficient jobs - There are foreign companies that bring foreign workers who work in the city of Surabaya Source: researcher, data processed, 2020 Based on the IFAS matrix below, it can be seen that the factor of the city of Surabaya as a city of trade, services and industry is the biggest force for reducing unemployment in the city of Surabaya through JMF, with a score of 0.4. It is hoped that government intervention can reduce the unemployment rate through the JMF.

The second factor that strengthens the city of Surabaya is the city of Surabaya as the economic center for eastern Indonesia so that many companies operate in the city of Surabaya and provide great job opportunities for the community. good relations between the company and the government make it a strength so that the company prioritizes the people of Surabaya City compared to other regions into a strength with a score of 0.4. This condition is proven by the development that has been carried out regularly, especially in finance, hospitality and industry, so that it can help drive the people's economy to enter the formal sector.

The strength factor **of the city of Surabaya** that still needs to be improved is the motivation and enthusiasm of job seekers to keep trying to get a job, with a score of 0.26. The biggest weakness of the job market's effectiveness in reducing internal unemployment is the high competition among job seekers (with a score of 0.28). This is because **the city of Surabaya** is a metropolitan city. Many job seekers from outside the city and even foreign job seekers have arrived **in the city of Surabaya**.

The second biggest weakness in the internal side of reducing unemployment through JMF is the motivation of the community to be able to try and fight independently to be more empowered with a score of 0.24. Many articles explain that the motivation to do business in the local Surabaya community is less than that of urbanized communities from other areas. This makes opportunities to develop independently by people from outside **the city of Surabaya**. This results in the dependence of Surabaya City people on the government and businesses managed by the urbanizing community.

e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 **ECONOMIE** 9 Table 3.

IFAS Table On **The Effectiveness Of The Job** Exchange In Surabaya City Variable Score Rating Score x Rating Strengths Surabaya City as a city of trade, services and industry 0,14 0,4 Many companies operate **in the city of Surabaya** 0,14 0,4 job seekers already have skills 0,09 4 0,36 high motivation of job seekers 0,09 3 0,27 good network between government and companies 0,14 0,4 heterogeneous society 0,09 4 0,36 The large Surabaya City Government APBD 0,13 0,3 Weakness high competition among job seekers 0,07 4 0,28 many urbanized communities have higher abilities than job seekers residents of Surabaya 0,06 3 0,18 not all workers who were hired reported being accepted of work 0,07 3 0,21 educational background is not following the needs of the employment field 0,06 3 0,18 community motivation to be able to develop independently to be more empowered 0,08 3 0,24 A small level of achievement in getting a job 0,07 3 0,21 TOTAL 1 3,79 Source: researcher, data processed, 2020 Table 4.

EFAS Table on **the Effectiveness of the Job** Exchange in Surabaya City Variable Score Rating Score x Rating Opportunities Technology is getting easier to obtain information 0,09 3 0,27 absorption of labor in new industries 0,07 3 0,21 High skills possessed by the workforce 0,14 0,4 JMF is implemented more and more frequently to accommodate the workforce 0,09 3 0,27 the emergence of new industries 0,11 4 0,44 High community creativity for development 0,08 3 0,24 Threats the emergence of competitors from other cities 0,08 3 0,24 moving some companies to other cities 0,13 0,3 sufficient employment opportunities 0,06 3 0,18 there are foreign companies that bring foreign workers who work **in the city of Surabaya** 0,14 0,4 Unstable economic conditions 0,13 0,3 Not able to maintain business ability 0,14 0,4 TOTAL 1 3,65 Source: researcher, data processed,



2020 e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 10 Regarding external factors, the greatest opportunity for local economic potential in the City of Surabaya that can be used to reduce unemployment through the JMF is the emergence of new industries, with a score of 0.4.

This is very important because the city of Surabaya is a city of trade and services so that access to information is easier to obtain. The second biggest opportunity factor is the workforce's high skill because they have attended courses and training both carried out by the private sector and the government with a score of 0.4. Where as a center of education there are many in the city of Surabaya.

The biggest threat factor for the local economic potential in the city of Surabaya is the presence of foreign companies that bring in foreign workers who work in the city of Surabaya, with a score of 0.4. The high need for quality employment and the company's standard needs sometimes make companies prefer to take foreign native workers. They are considered to have higher social skills and language skills. As well as the existence of globalization and free markets, it is easy for foreign workers to enter and leave Surabaya.

This results in local job seekers from Surabaya City having competitors who sometimes have better quality foreign workers than workers from Surabaya City. So that it is easier to attract companies to employ foreign workers than domestic workers. Potential local economists who often have imported materials, including fashion products, food, etc. The second factor which is an external threat to the decline in the unemployment rate in the implementation of the JMF is an unstable economic condition and unable to maintain the ability to do business, with each score of 0.3.

The unstable economic condition makes the people work opportunities faced with various considerations not to try again to apply for jobs, it is feared that it will increase the unemployment rate. Besides, increasingly sophisticated technology is not always a shortcut to being able to obtain information. However, it can also reduce the interest in trying to work due to the increasing number of job seekers' competitors to create less job opportunities. IE matrix (internal external) is a portfolio matrix that positions companies in a nine-cell view. A company's position in the IE matrix is determined from the EFAS matrix and the IFAS matrix.

The total score of the IFAS Matrix is on the X axis and the total score of the EFAS Matrix is on the Y axis. From the analysis results, the IFAS matrix shows the effectiveness of the Surabaya City job market has a total score of 3.79 while the EFAS matrix has a total score of 3.65. The very large influence of internal variables on Surabaya's city shows that JMF

can reduce the unemployment rate even though it is not significant. JMF is a means for the government to connect companies looking for workers and job seekers who need jobs. JMF is expected to be a way and option for people to get a job to reduce unemployment. The Surabaya City IE matrix in Table 5: Table 5.

IFAS-EFAS Total Score Matrix Source: researcher, data processed, 2020 EFAS TOTAL SCORE IFAS TOTAL SCORE Strong (3,00-4,00) Moderate (2,00- 2,99) Weak (1,00-1,99) 4 3 2 1 Strong (3,00-4,00) 3 I II III Moderate (2,00-2,99) 2 IV V VI weak (1,00-1,99 1 VII VIII IX e-ISSN2745-6366 Vol. 04, No.1, Juni 2022 *ECONOMIE* 11 According to the IE matrix, the condition of the effectiveness of the Job Fair in reducing the unemployment rate in the City of Surabaya is in quadrant I, where the effectiveness of the Job Fair in reducing the unemployment rate in the City of Surabaya has a very favorable situation, by taking advantage of the opportunity to use its advantages. Conclusion Policies taken by the government should have an impact on the community.

Equitable employment opportunities and the availability of job opportunities are important foundations in improving justice for all communities (Dewandaru & Purnamaningsih, 2017). There are still many people who do not know the exact information related to job vacancies (Istianyani, 2010). Based on the research results, researchers can conclude and provide recommendations for the effectiveness of JMF in reducing unemployment. Placing equality as a performance target for executors of economic development. This can be seen from what indicators are used to measure equity.

Carry out data collection on people who have not worked so that the training held is more targeted for unemployed people. Coordinating with companies by most job seekers' areas of interest based on JMF registrant data so that there is a match between job vacancies and job seekers. Policies that are not on target will contradict the expected goals, reducing policies that increase the unemployment rate.

Also, the dominant sectors in the economy must be developed, especially those growing, so that job opportunities are more widely opened. Equitable allocation of resources, capital, infrastructure and technology in each economic sector. Research updates are still needed, especially the addition of other variables quantitatively. Reference Ambarita, A. (2013). Efektivitas Pameran Job Expo Oleh Dinas Tenaga Kerja Kota Pekanbaru. In Intergovernmental Panel on Climate Change (Ed.), *Climate Change 2013 - The Physical Science Basis* (Vol. 53, Issue 9, pp. 1 30). Cambridge University Press. <https://doi.org/10.1017/CBO9781107415324.004> Beam, E. A. (2016). Do job fairs matter? Experimental evidence on the impact of job-fair attendance.

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