

"BRIDGING THE GAP: REDUCING SOCIO-ECONOMIC INEQUALITY THROUGH HUMAN RESOURCE EMPOWERMENT IN THE CREATIVE INDUSTRY"

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Abstract

Socio-economic disparities occur in Indonesian society, especially in Jakarta as the center of the economy. This condition is reinforced by high poverty and unemployment rates. Based on data from the Central Statistics Agency, the number of poor people in Jakarta reached 477.83 thousand people. One of the main contributing factors is unemployment, which is influenced by a lack of access to skills and job opportunities. The purpose of this research is to describe the efforts made by the provincial government of Jakarta to reduce unemployment, especially in the field of creative industries. This research applies qualitative methods, with data collection techniques through literature studies and interviews. In its implementation, referring to the steps taken by the Jakarta Special Region Provincial Manpower, Transmigration, and Energy Office, there are at least five efforts of human resource empowerment that have been made. First, job market information is carried out by online and offline jobfairs in 5 different regions. Second, the expansion of job opportunities/integrated entrepreneurship development through Jakpreneur. Third, competency-based job training is organized by 7 Job Training Centers based on regional flagship programs. Fourth, productivity improvement training is organized by the Regional Productivity Development Center. Finally, the improvement and revitalization of training facilities and infrastructures in accordance with the needs of the business world and the creative industry. These five efforts have been proven to support the decline in the number of unemployed in Jakarta in the last three years.

Keywords: Creative industries, Social disparities, The role of the government, Unemployment.

INTRODUCTION

This report argues that although the DKI Jakarta Provincial Government has launched various strategic initiatives to reduce unemployment, particularly in the creative industry sector, their implementation has areas for improvement shortcomings. Current initiatives, such as Jakpreneur, job fairs, and skill training, face barriers related to Social and economic inequality in Indonesia occurs due to differences in access and opportunities across various layers of society. This inequality not only affects the quality of life of individuals but also significantly impacts social stability and the overall development of the country. (Kumparan, 2024)

Most of Indonesia faces socio-economic inequality, particularly in large cities like Jakarta, which is the country's economic center. Despite its social and economic advancements, Jakarta struggles with high poverty and unemployment rates. According to the Central Statistics Agency (BPS), approximately 477,830 people in Jakarta live in poverty. Moreover, the high unemployment rate hinders economic growth and worsens social inequality. Several factors contribute to unemployment in Jakarta, including a mismatch between workers' skills and labor market demands, companies' lack of trust in the younger generation, and insufficient skills needed for available jobs. The high unemployment rate is primarily caused by two main issues: the lack of job opportunities, particularly in emerging sectors, and limited access to relevant training programs. Despite its

potential to boost the local economy, the creative industry also needs help in providing adequate job opportunities. To address unemployment, the government has established eight Technical Implementation Units (UPTs) that offer skills training programs and job opportunities. One of its initiatives is the SIAPkerja app, which provides competency-based training. However, the new application needs features such as video resumes, job seekers, workshops, and job training, as well as better accessibility and program development that aligns with industry demands. Additionally, the creation of the new application requires better integration with other platforms and the introduction of features that can enhance the functionality of the app. In the context of promoting inclusive and sustainable economic development in Jakarta, the development of a new application based on SIAPkerja is expected to increase job availability, particularly in the rapidly growing creative industry, and support the local economy.

Prior studies addressing unemployment in Jakarta typically analyze socioeconomic situations in a general context and fail to thoroughly investigate the unique initiatives undertaken by local governments to mitigate unemployment issues in certain industries. Numerous studies have concentrated on the determinants of unemployment, particularly the disparity between workers' skills and labor market demands. Nevertheless, a significant gap that remains unexamined is the government's role in empowering the community via the rapidly expanding creative industry sector in Jakarta. To address this gap, this research investigates the tactics implemented by the DKI Jakarta Provincial Government to reduce unemployment through initiatives targeting the creative industry sector.

The literature analysis in this study will examine theories related to unemployment, socio-economic inequality, and the contribution of the creative industry sector to job creation. Several studies suggest that the creative industry sector can absorb labor significantly, particularly in large urban centers like Jakarta. Therefore, it is important to understand the initiatives undertaken by the government to promote skill development and employment pro accessibility, industry relevance, and platform integration that could improve the availability of job opportunities. This research argues that continuous improvements to these initiatives are necessary to ensure their effectiveness in reducing unemployment.

The main objective of this research is to investigate and evaluate the initiatives taken by the DKI Jakarta Provincial Government to reduce unemployment, specifically in the creative industry sector. This study aims to provide a deeper understanding of the techniques applied and identify the improvements needed to enhance the effectiveness of existing initiatives. This research provides valuable recommendations for local government policy-making to improve job prospects for Jakarta's residents

LITERATURE REVIEW

Unemployment and socio-economic disparities have been a long-standing issue in urban areas like Jakarta. Previous studies highlights the advantages and factors influencing creativity while insufficiently considering creative economies' relational dynamics and obstacles. However, further exploration is needed to understand the effectiveness of these programs in addressing the unique challenges of urban poverty, with sociology approach of Herbert Spencer's of growth and development government for society

A multifaceted strategy combining sociology and economic policy is needed to address these issues. Herbert Spencer's views on growth and development within governance. According to

Spencer's theory, a society's capacity to adjust and react to both internal and external forces—such as shifts in the economy and advances in technology—determines how well it will function. According to this theory, in order to promote sustainable development, successful governmental measures should give priority to resource accessibility and skill development.

As a focus area, the creative sector has promise for reducing urban unemployment through innovation and job growth. The Jakarta Provincial Government's Jakpreneur program is an example of how Spencer's growth-oriented governance ideas are put into practice. These programs seek to economically empower communities by giving them access to markets and capital, encouraging entrepreneurship, and providing them with practical skills. Although Jakpreneur has demonstrated encouraging outcomes, such as boosting entrepreneurship and lowering unemployment rates, further study is required to assess its long-term effects and scalability.

Thus, there is still a lack of knowledge regarding the systemic dynamics and efficacy of government initiatives in reducing urban poverty and unemployment, even though the body of extant literature offers insightful information about the role of the creative industry in socioeconomic growth. To close this gap, policy-making and program execution need to be informed by a thorough study that integrates sociological theories, economic methods, and empirical evidence.

RESEARCH METHOD

This study uses a qualitative approach to examine the steps the DKI Jakarta Provincial Government has taken to improve human resources for the creative sector in order to alleviate socioeconomic inequality. Understanding the methods and activities implemented by the DKI Jakarta Provincial Office of Manpower, Transmigration, and Energy was the goal of this descriptive and explanatory study. The methods used for gathering data include literature reviews. Secondary data was gathered for the literature study from official documents, statistical publications, reports, and policies issued by government agencies, such as the Manpower Office and the Central Bureau of Statistics.

RESULTS AND DISCUSSION

Many factors contribute to the high unemployment rate, one of which is the lack of skills and abilities that are useful for industry needs, especially in the creative industry. Therefore, the Jakarta Provincial Manpower, Transmigration, and Energy Office initiated Training and education programs to reduce skill mismatches, economic policies that encourage development and the creation of jobs, and work programs to lower the unemployment rate — particularly in the Jakarta area—are all necessary components of an integrated strategy to tackle unemployment. Previous studies highlight the advantages and factors influencing creativity while insufficiently considering creative economies' relational dynamics and obstacles (Boğa & Topcu, 2020).

Labor market information is a crucial element in connecting job seekers with available opportunities. One of the methods utilized by the Jakarta Provincial Manpower, Transmigration, and Energy Office is the organization of job fairs, both offline and online. These events aim to bridge the gap between job seekers and employers by providing a platform for direct interaction and recruitment. Job fairs are regularly held in five different regions of Jakarta, namely Central Jakarta, North Jakarta, East Jakarta, West Jakarta, and South Jakarta, to ensure broader accessibility for job seekers across the DKI Jakarta area. Offline job fairs provide a space where companies and

prospective employees can engage in face-to-face discussions, submit applications, and conduct on-site interviews.



Figure 1. Offline job fairs

Meanwhile, online job fairs serve as an innovative solution to reach a wider audience, especially those who may face challenges attending physical events due to geographical or time constraints. Through digital platforms, job seekers can access a wide range of job postings, submit applications, and even participate in virtual interviews.



Figure 2. Online job fairs

By offering various job opportunities in creative industries, including design, animation, and digital technology, the creative economy contributes significantly to improving Indonesia's economy and reducing unemployment, particularly in Jakarta. Because of this diversity, people from many backgrounds can find employment.

Additionally, the creative industry fosters entrepreneurship and innovation; several small and medium enterprises (SMEs) through the Jakpreneur Program initiated by the Provincial Government of DKI Jakarta have become a strategic step in reducing unemployment by promoting entrepreneurship and the creative sector. Through Jakpreneur, various facilitation programs provided by the Provincial Government of DKI Jakarta are accessible to Jakpreneur participants to make it easier for them to develop their businesses. By offering training, mentoring, licensing, marketing, financial reporting, and access to capital and markets, the program has successfully created numerous SMEs in fields such as culinary arts, fashion, arts, technology, and creative services. To date, a total of 390,082 participants have been registered in the program. By leveraging local creativity and innovation, creative entrepreneurship can stimulate local economic growth, leading to increased job opportunities (Sakinah *et al.*, 2024).

Data from the DKI Jakarta provincial Manpower, Transmigration, and Energy Office indicates that Jakarta's economy serves a population of 10.7 million, / 3.9% of the national populace. The per capita income in Jakarta is 123.91 million, with a Gross Regional Domestic Product (GRDP) of Rp—3,200 trillion, representing the highest national share at 16,6%. The demographic bonus comprises 71.28% of the population in the productive age group, totaling 7.62 million individuals. Additionally, foreign investment reached US \$3.7 billion, equivalent to 53.8 trillion in 2022 (BPS DKI Jakarta 2023).

Table 1. Jakarta's economy serves

Resident	Income	PDRB	Demographic Bonus	foreign capital
10,7 million / 3.9% of the national populace	182,91 juta	Rp. 3200 trillion	71,28%	US\$ 3,7 billion/ Rp 53,8 trillion

This data is sufficient to support the government in running its program, specifically the provision of job training across eight technical implementation units (UPT) located in West Jakarta PPKD, Central Jakarta PPKD, South Jakarta PPKD, East Jakarta PPKD & P competency-based training programs accessible to both unemployed and employed individuals. This data is sufficient to support the government in running its program, specifically the provision of job training across eight technical implementation units (UPT) located in West Jakarta PPKD, Central Jakarta PPKD, South Jakarta PPKD, East Jakarta PPKD & P competency-based training programs accessible to both unemployed and employed individuals. These programs include vocational training in business and management, supplement 3D, North Jakarta PPKD, PPKKPL, and PPKPI. From these eight UPTs, the government offered English language courses to enhance international language skills and other vocational fields relevant to the creative industry. Training programs aimed at enhancing skills and knowledge are crucial for empowering individuals to participate effectively in the creative economy (Puteh et al., 2019).

Table 2. Creative industry training program in disnakertrans DKI Jakarta

NO	VOCATIONAL	TRAINING PROGRAM
1	ICT	Intermediate Graphic Designer
2	ICT	Junior Graphic Designer
3	ICT	Computer and Network Technician
4	ICT	Computer Technician
5	ICT	Intermediate Computer Network Administrator
6	ICT	Network Technician
7	ICT	Junior Computer Network Technician
8	ICT	UI/UX Designer
9	ICT	Web Administrator

		Junior Web Developer
10	ICT	Junior Web Programming
11	ICT	Mobile Programming
12	ICT	Android Developer
13	ICT	Junior Animator
14	ICT	Content Creator
15	ICT	ERP (Enterprise Resource Planning)
16	ICT	Associate Data Scientist
17	ICT	Cyber Security
18	ICT	Multimedia Designer
19	ICT	Film and TV Production
20	ICT	Video Editor
21	ICT	Administrative and Computer Management
22	ICT	Data Management Staff
23	ICT	Junior Office Administration
24	Language	English for professional administrative staff

While individuals currently in employment can also participate in this competency-based training program, it is also open to part-time employees, underemployed employees, and the unemployed. The program aims to develop and refine soft skills into hard skills, such as analytical and innovative thinking, comprehension of technological design and programming, problem-solving reasoning, new ideas, and the ability to solve complex problems. These are all components of the output expected from job training, where participants are expected to enter the industry, particularly the creative industry, with strong resolve. Remember the essential components of work preparation that every candidate should possess, including industry knowledge, hard and soft skills, job experience and portfolio, and mental preparedness for work. Emphasizing sustainable practices within creative industries can lead to long-term economic benefits and environmental stewardship (Vasylets, 2021).

Data from the DKI Jakarta Provincial Manpower, Transmigration, and Energy Office have proved a program's effectiveness. The working-age population, which is comprised of 8,339.08 thousand individuals, is divided into two categories: the working-age population (15 years and over) who are not employed, which is comprised of 172,31 thousand individuals who are still in school, caring for the household, or engaging in non-work-related activities, and the workforce (AK), which has a total of 5,434.37 thousand individuals, has increased by 179,14 thousand individuals. The data above indicates an absorption of 249,16 thousand individuals between February 2023 and February 2024.

Table 3. The employment structure of DKI Jakarta 2024

Period	Working Age Population	Workforce	Work	Unemployment	Not The Workforce
Februari 2023	8.339,08 K	5.255,23 K	4.957,62 K	257,56 K	2.732,40 K
Februari 2024	8.339,08 K	5.434,37 K	5.106,78 K	327,59 K	2.904,71 K

SIAPkerja application, created by the Ministry of Manpower (Kemnaker), offers numerous benefits for job seekers in Indonesia. SIAPkerja, as a comprehensive platform, consolidates information on job vacancies, training programs, and certifications inside a single application, facilitating user accessibility. Nevertheless, this program is not devoid of certain deficiencies that require enhancement. A primary difficulty is the restricted variety of training regimens. The emphasis on graphic design and 3D modeling insufficiently encompasses the many requirements of the creative business, which furthermore include competencies such as content writing, animation, digital marketing, and more.

Moreover, accessibility concerns remain a prevalent grievance, particularly about services like the Serti Hub, which can be challenging for users to navigate. Integration with prominent recruitment networks like LinkedIn or JobStreet via the Single Sign-On (SSO) functionality is necessary to ensure users' access to job opportunities. The application also lacks an online community element that enables users to exchange experiences, obtain advice, or provide mutual assistance. Customer complaints are a critical issue that requires quick attention. Consequently, it is anticipated that the application manager's inadequate responsiveness to the city of Jakarta will develop an application tailored exclusively for its region, given Jakarta's robust economic growth accompanied by elevated employment rates. Creating an application like a career hub specifically for Jakarta to continue reducing unemployment through human empowerment can be done online via the application, particularly for the creative industry sector. This will allow DKI Jakarta residents to easily access training, integrate with various online job seeker platforms, gain skills that align with industry demands, and make them more employable in this sector.

The Jakarta Provincial Government's efforts through the Provincial Manpower, Transmigration, and Energy Office have significantly contributed to reducing unemployment rates in the capital, particularly by empowering human resources in the creative industries. Programs such as online and offline job fairs, Jakpreneur entrepreneurship development, competency-based job training, productivity improvement initiatives, and the revitalization of training facilities have proven effective. Acting Governor Heru Budi Hartono and the Central Statistics Agency (BPS) reported that Jakarta's unemployment rate decreased from 7.18% in 2022 to 6.5% in 2023 and further to 6.21% in 2024. These targeted initiatives have equipped individuals with industry-relevant skills, created job opportunities, and fostered innovation, particularly in the creative sector, demonstrating their impact in addressing unemployment and socio-economic disparities in Jakarta. A robust creative economy requires an ecosystem that nurtures creativity, integrating various sectors to enhance competitiveness and innovation (Starkova, 2022).

CONCLUSION

The Jakarta government has chosen a policy-based strategy that involves five major initiatives to reduce socioeconomic inequality and unemployment by empowering creative industry workers. These include job market information, integrated entrepreneurship, competency-based training, productivity improvement, and training facility revitalization. This strategy has improved Jakarta's employment absorption. Over the past three years, unemployment has dropped significantly, proving these programs work. The creative industry creates inclusive jobs, promotes innovation, and boosts Jakarta's worldwide competitiveness, making it a long-term solution to economic issues. This initiative shows that workforce skill development is essential to social and economic equity through government, industry, and community collaboration and applications that increase access to

opportunities. This conclusion emphasizes the necessity of sustaining evaluating, and developing such programs to increase their impact. The creative industry has great potential to drive Indonesia's economy and bridge socioeconomic gaps in the age of globalization and digitalization.

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