

Effectiveness of Implementation of Work Skills Education Program: an Empirical Study on Wedding Makeup Training to Reduce Unemployment in Sumatera

Facrini Habiby
 Yogyakarta State University
 Yogyakarta, Indonesia
 fachrini.habiby@gmail.com

Sri Wening
 Yogyakarta State University
 Yogyakarta, Indonesia

Abstract—Work Skills Education Program (WSE) is the government's program to give free work skills-based education to the people. This program is aimed at the people who have not had any job or those who did not/quit school so that people have the provision of skills to get a job. This research was aimed at evaluation the effectiveness of WSE program in the training that was run by Institute of Course and Training (ICT) in Deli Serdang Regency that was visualized from the WSE program success achievement. This research provided information to the stakeholders as an example to increase the quality of WSE program. The data was gathered through three types of questionnaire such as questionnaire A (leader) questionnaire B (in structure) and questionnaire C (student). The sample were 65 respondents who were taken from 3 ICT in Deli Serdang Regency. The results suggest that overall the WSE program has been effectively implemented, but there are still many participants who have not worked after the training, sustainability after the end of the program needs to be done, business capital supports should be provided for the participants, guiding for graduates so that participants are guided to work in the world business/industry, and need to improve learning based on the needs of the labor market.

Keywords—program evaluation, program effectiveness, work skills education program, decreasing unemployment, achievement of program success.

I. INTRODUCTION

The lack of work skill possessed by someone is one of some cause by the high number of unemployment in Indonesia. The development of technology and the existence of MEA raised tougher rivalry in the world of business/industry. Due to that rivalry, the people are demanded to be able to compete in facing that era. In the other hand, the minimal amount of possessed skill made someone feels difficult to compete in the world of business/industry (DUDI). Previous study showed that based on businessmen's perspective it is said that they have high interest in a graduate that has work skill so that work skill is considered as important to get job [1].

The existence of vocational education in formal education is not enough to be a solution for the people, because there are many unfortunate people who are unable to go to school. It is proven with the number of poverties especially in North

Sumatera that was taken from Central Statistic Board (CSB). The number of unfortunate people in North Sumatera by March 2017 were 1.453.870 people (10,22%). The government always try to find solutions to this problem; one of them is by creating programs that can help unfortunate people or those who have not gotten any chance to access education so that they can get skill as their provision to survive by getting job. One of the government programs is the Work Skills Education Program (WSE) that can be done through non-formal education by private institution such as institute of course and training (ICT).

Work Skills Education Program is an education service program through work skill based course and training that match the need of the World of Business and Industry (WBI) that are made the government especially under the authority of Directorate of Course and Training Development of Early Children Education General Directorate and People Education of The Ministry of Education and Cultural of The Republic of Indonesia, that provide funding sources for institutions to operate work proficiency education program. This program is hoped to be able to produce competent graduate in vocational field according the need of WBI so that they are able to optimally benefit the open work opportunities in the MEA era [2]. Long term prosperity can be attained not only by economical growth, but also through wide participation in that growth, in current economy nowadays the access to getting access education and skill development are essential components that are important in the effort to facilitate that wide participation [3]. Therefore, this WSE program can be used as a facility to increase the prosperity of the people of Indonesia.

One of some jobs in beauty area that is interested for the people is becoming wedding makeup artist it is due to the need of the people towards the service of wedding makeup artist will never stop, because it is related with adult people's need who are always bounded with marriage. Wedding makeup is one of favourite and needed professions especially for women, moreover due to the influence of social media that creates great makeup trends for people who want to beautify themselves by wearing makeup, it is also supported by previous study that the favourite course program in ICT is Wedding Makeup, seen from the number of participants who

join Wedding Makeup that is bigger in number than other training programs [4]. With the development of technology, it is easy for someone to develop their ability but it also creates tight rivalry especially in wedding makeup area. Therefore, with the existence of ICT that provides Wedding Makeup, it can hopefully give provision for the people to develop themselves an able to compete as professional makeup artist in the world of work/business so the prosperity of people is attained. With the existence of Wedding Makeup training, it can empower women and help their family economically, moreover, with the fast growth of people from year to year makes the number of demands to fulfil by women. Women have big potential in prospering themselves, their family, or their surroundings. Previous study showed that skill training given to empower women in Ghana, Africa had lift their social and economy level by increasing their knowledge about the practice of trading, saving, literacy, taking care of their children better, organizing their home better and paying for their children's education and also helped them to decrease poverty [5]. Therefore, with Wedding Makeup skill that they possess these women can help their family economically by being able to take care of their family well.

The effectiveness of very running program has to evaluate so that more follow ups can be done related the result of that program and its continuity so that it can be benefited effectively and is not wasted. So that in evaluating this, an evaluation can be done to the currently running programs. Evaluation means dynamic investigation about the plan's characteristic and benefit, and also investigate the previous program's efficiency and effectiveness [6]. Evaluation is a method to identify how far a program of course training being done is effective to its organization [7]. Therefore, evaluation is important and needs to be done in the program implementation, including the implementation of Work Proficiency Education Program running by ICT, so that the aid from the government is not wasted or even require other aid in perfecting that program.

A. Vocational Skill

Vocational skill that is often known as vocational competence meaning competence that is related to a work area and specifically characterized (specific skills) or technical skills (technical skills) [8]. providing technical and vocational education and training (TVET) is a required intervention in the effort of empowering people and decreasing poverty [9]. It is clear to see that the people, especially younger generation, who possess skill to work they can access working market, so that the number of unemployment, poverty and other consequences from social and economic exclusion will decrease [10,9].

There are some things to consider so that the given training can be well delivered so that the benefit of the training is at maximal. It would enable graduates of TVET to utilize technology product smartly and to develop better entrepreneur skill to become more innovative workers [11,12]. It should be in vocational learning utilizing technology, because in vocational education the existed knowledge always grows in accordance with the development of technology. The technology used can be

like learning sources that utilize internet, practical tools that use modern technology. The situation becomes worst because due to the change in the needed competence of the people who look for job in the work market as the consequence of technology innovation that make the young generation need to get special skill to make them able to handle current trend [12].

B. Program Effectiveness

In general, a training program is effective if the result of the training can give benefit to the company and the participant covering learning, skill and new behavior [13]. Criteria in measuring program effectiveness such as: (1) Productivity of the particular purpose of the expressed program, both quantitatively and qualitatively, (2) The attainment of impact result from service to individual reflected from the function and the changes in the people, (3) The impact of program to community [14]. The criteria of success from the WSE program has been previously set by the researches by developing the effectiveness criteria based on the available technical guideline of the 2017 WSE program such as: (1) the participants finish the training completely, it depends on the participants' motivation to attend the training. Motivation factor is basically a common ground of strong motivation, it will arise a strong learning process as well [15]. (2) the participants pass competence test. In the course, the measurement of academic skills is done when the evaluation of the learning, that is when execution of the test [15]. (3) the participants gain benefit from the training. Training done for empower women helps them to increase their level of awareness about women's rights and women's issues [16]. (4) ICT provides guiding for the graduates. Such career guides are helpful in identifying the potential strength of learners to improve competitiveness [17]. (5) the participants get relevant job. The courage to decide and open a business in the field of bridal make up shows that the participants have enough ability to think, that is the ability to create and analyse various conditions based on the information it has, process the information, and decide to open the business/work in the field of bridal makeup with all the risk and profits [15].

The rest of this paper is organized as follow: Section II describes the proposed method. Section III presents the obtained result and following by discussion in section IV. Finally, Section V concludes this work.

II. PROPOSED METHOD

This research is a program evaluation research using quantitative approach with the delivery of result in form of descriptive and statistical scores. This research was done in year 2017 in an institute of course and training in Deli Serdang Regency, North Sumatera. From the whole number of ICT in Deli Serdang Regency, the chosen ICT are those who have provided WSE program continually for three years and provide Wedding Makeup Level II. So that within those criteria, 3 ICT were chosen as population. Later, the sample was taken in levelled proportional randomly by using the formulation of Krejcie and Morgan, so that those who were involved in ICT training are 3 leaders, 6 instructors, and 56 student to fill the questionnaires in form

Likert scale that has four answer choices in form of ordinal scale, such as (SS) = Highly Appropriate, (S) = Appropriate, (KS) = Less Appropriate, (TS) = Inappropriate with the highest score of 4 and the lowest score 1. Additionally, the data analysis result will be matched with the criteria of effectiveness made in form of checklist pages with score criteria 1-4. Score 4 belongs to high score category, 3 belongs to enough category, score 2 belongs to less category and score 1 belongs to low category. The summary of score will be interpreted as follow:

- X = 3.1 – 4.0 Categorized as Effective
- X = 2.1 – 3.0 Categorized as Quite Effective
- X = 1.1 – 2.0 Categorized as Less Effective
- X = 0.1 – 1.0 Categorized as Ineffective.

III. RESULTS

The categorization of the success of WSE program refers to effectiveness criteria that has been previously decided by grouping the ideal score (score interval) that is gathered from the respondents based on the number of valid items and the gathered score, that was decided by categorizing those score groups into 4 categories (4 score groups). Therefore, the number of valid items is required, scale of score from 1 to 4 (Likert score 4) in which 4 is the highest score (maximum score), and 2 is the lowest score (minimum score). Then, from the minimum up to the highest score it is divided into 4 score groups (score interval), with 4 effectiveness attainment criteria, starting from high, appropriate, less appropriate, and low. The distribution of program success attainment categorization was taken from (1) participants who finish the training completely, (2) participants who pass competence test, participants gain 3) benefit from the training, (4) guidance for graduates done by ICT and, (5) participants get relevant job can be seen in Table I.

TABLE I. DISTRIBUTION OF FREQUENCY AND CATEGORIZATION OF SUCCESS ATTAINMENT OF WSE PROGRAM

Indicator	Category	Freq	Percent	Cumulative Percentage	Total Respondent
Participants finish the training completely	High	50	76,9	100,0	65
Participants pass competence test	High	52	80,0	100,0	65
Participants gain benefit from the training	High	39	69,6	100,0	56
Assistance of graduate from ICT	Enough	31	52,5	69,5	59
Participants get relevant job	Enough	28	47,5	61,0	59

- a. The category of participants who finish the training completely using questionnaire A, B, and C showed that from 65 respondents most of them who are 50

respondents (76,9%) thought that the level of effectiveness is high.

- b. The category of participants who pass competence test using questionnaire A, B, and C showed that from 65 respondents most of them who are 52 respondents (80,0%) thought that the level of effectiveness is high.
- c. The category of participants who gain benefit from the training using questionnaire A, showed that from 56 respondents most of them who are 39 respondents (69,6%) thought that the level of effectiveness is high.
- d. The category of guidance for graduates given by ICT using questionnaire A and B showed that from 59 respondents most of them who are 31 respondents (52,5%) thought that the level of effectiveness is high
- e. The category of getting relevant job using questionnaire A and B showed that from 59 respondents most of them who are 28 respondents (47,5%) thought that the level of effectiveness is enough.

From the categorization the score will then be adjusted into the criteria of the effectiveness of WSE program success attainment score, so the effectiveness criteria are as what is in Table II.

TABLE II. DISTRIBUTION OF FREQUENCY AND CATEGORIZATION OF SUCCESS ATTAINMENT OF WSE PROGRAM

Indicator	Category	Score
Participants finish the training completely	High	4
Participants pass competence test	High	4
Participants gain benefit from the training	High	4
Assistance of graduate from ICT	Enough	3
Participants get relevant job	Enough	3
Total Score (total score/the number of indicator)		3,6

Based on the success interpretation, so that the gathered score of 3,6 in Table II it belongs to effective criteria. So that it can be said that the success attainment of WSE program in institute of course and training has been done effectively.

IV. DISCUSSION

The high category obtained from participants who completed the training thoroughly showed that the participants' interest and motivation for the training were high. Contrast to previous study showed some participants declared quitting before completing the learning stages and did not take the exam because they felt they could not process the information and hone their skills, that mental attitude indicates that the participants have not enough personal skills manage the shortcomings and advantages it has to solve the problem creatively [15].

The high category obtained from the participants pass the competency test indicates the participants already have good knowledge and skills. Participants who pass the exam, both local and practice examinations indicate that the participant has academic skills [15]. However, the competency test cannot reflect the competence of students to enter the international scale industry because they have not fulfilled

the competence required by the industry, even the national scale is still low [18]. This shows that the competency test result of the students has not been able to guarantee the students easy to get the job.

The high category gained from the perceived benefits of the participants indicates that the participants did find the training useful for their lives. Previous study also showed that life skills programs have benefited from increased skills in certain areas of the program as well as being a venue for improving institutional existence and participation in providing alternative education services for the poor and underdeveloped [19].

Enough category obtained from guiding graduates shows that there is no seriousness and follow-up for graduates, after the training ends the participants are left without being guided to work on WB/I. Previous study agree that the practice showed that the assistances community left when certain projects ended so that this did little to help the country in terms of vocational training [9]. It is unfortunate because the lack of guidance also contributes to the lack of employable skills the graduates, because it helps individuals to plan and implement informed educational and employment options [20].

Enough category obtained from participants to get relevant work indicate that after completing the training many participants have not yet got a job. So, the participants still need to improve their ability. Because of previous study showed most bridal make-up participants have businesses in bridal makeup, the courage to decide and open a business in the bridal makeup shows that participants have the ability to create and analyze various conditions based on information possess, process the information, and decide to open a business / work in the field of bridal makeup with all the risks and benefits [15]. Similarly, the other study clearly indicates that the provision of technical and vocational education and training (TVET) is a necessary intervention in an effort to empower communities and reduce poverty if people, especially youth, are equipped with skills that can employed by whom they can access the labor market, the incidence of unemployment, poverty and other consequences of social and economic exclusion will be reduced [9]. So, to achieve this the training should concentrate on the needs of the job market and focus on output, designing flexible programs that serve the needs of the production and service sectors and design practices and learning experiences that best suit work needs [21]. For achieve the labor market essential to conduct courses in TVET sector with varieties in the market demand to increase the output for most demanded industrial categories [22].

The graduates who most of all are women tend to be interested in opening a business at home without having to leave their family. However, there are still many participants who have not been able to actualize this. This is largely due to the lack of access to capital, in addition to inadequate employment opportunities for women, most of whom wish to work independently from within their homes and require initial capital or access to credit to purchase materials to start business activities [9]. Therefore, the government must also have a system to support these women.

V. CONCLUSION

Based on the whole research data analysis it can be concluded that the attainment of the success of WSE program seen from the participants who finish the training completely is in high category this condition is shown in average the participants finish the training and take competence test. Participants who pass competence test is in high category shown by in average the participants pass the competence test, it's proven that the participants posse's competence as makeup artist to work in the World of Business/Industry (WB/I).

Participants who gain benefit from the training is in high category this condition is depicted in the participants' opinion who are in average agree that this training is beneficial for their lives. Assistance of graduate done by ICT is in enough category it is shown by not all ICT provides assistance after the training has finished whereas in the technical guideline of the implementation of WSE program it is written that funding aid is available to monitor and to develop so that the participant get job. Participants who get relevant job is also in enough category it is shown by a great number of participants who have not gotten any job or open a business, so that in this matter the stakeholders need to take follow up actions so that these graduates can work in relevant WB/I in phases. Then helping access or capital to open a business.

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