

Development Of Job Vacancy Information Services Through the Mobile JOBPOINT Application

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ABSTRACT

The purpose of this research is to create a job information provider service using the Jobpoint mobile application in the context of the digital economy. This study examines the impact of advances in information and communication technology on communication methods and acceleration of business processes. through the Jobpoint mobile application and offers insights and alternative solutions for the development of job vacancy information. The research methodology involved a literature review and the development of the Jobpoint mobile application, which included a needs analysis, design, implementation, and testing phase. The result of this research is the creation of the Jobpoint mobile application which allows job seekers to access company profiles, communicate directly with recruiters and companies, send resumes, and find job vacancies according to their interests. This application is expected to increase job seekers' access to job vacancy information and make it easier for them to find and apply for jobs.

Keywords: *InformationTechnology, Job Vacancies, Mobile Applications, Jobpoint*

INTRODUCTION

In today's modern era, information technology has emerged as a fundamental support system for our society. The development of information and communication technology has changed the landscape of communication and social interaction significantly (Arsa, 2023). The rapid development of information technology has had a huge impact on all aspects of life, both personal and professional. The advent of the internet has revolutionized the way we access and share information, making it more accessible and faster than ever. In our daily life, information technology has completely changed the way we communicate with each other. Moreover, it has greatly streamlined business operations and processes. With the availability of advanced software and applications, tasks such as data management, transaction processing, and inventory management can now be performed very efficiently. Enterprises are now using integrated management systems to increase productivity, speed up decision making, and increase data security.

The priority of user-friendliness is a central aspect of the development of information technology. This priority enables individuals from diverse backgrounds to make effective use of technology, leading to increased productivity and reduced barriers to adopting technological advances. Moreover, significant changes have occurred in the field of job vacancy information due to advances in information technology. In the past, individuals seeking job openings had to rely on traditional methods such as reading newspapers, visiting company offices in person, or relying on personal connections. However, with advances in information technology, access to information on job vacancies has become wider and more available. Apart from that, information technology has also played an important role in streamlining the application and selection process. Many companies now use an application

management system known as the Applicant Tracking System (ATS). According to an article written by Amarazka (2022), companies need an application management system (Applicant Tracking System) that allows applicants to submit applications online and facilitates initial screening. by recruiters.

In the Government Regulation of the Republic of Indonesia Number 33 of 2013, Unemployment is a national problem and is the responsibility of the Government, Regional Government and the community, so that all stakeholders must be involved together and integrated in all sectors and communities to expand job opportunities both within and outside outside of work relations. In order to support government policies regarding employment and information systems, a job market mobile application can be built. Job seekers benefit a lot from the job market mobile application. Job seekers can create a digital profile that showcases their background, education and abilities. Through the application, they can communicate directly with recruiters and companies, send resumes, create networks and professionals. Hasibuan et al. (2016) in his research explained that with the job market mobile application found on smartphones, it is hoped that job seekers can get a job that is appropriate to their field and job seekers can easily and quickly access the desired job vacancies and no longer have to come apply from one place. companies to other companies bring job application files, the job market mobile application is also very simple and very timesaving because the development of this application is here to make it easier for users by simply registering as a member, filling in personal data, choosing the type of field of interest, and so on.

Based on this background, researchers are interested in designing an e-mobile job fair application which is contained in this authorship entitled "Development of Job

Vacancy Information Services through the Jobpoint Mobile Application”.

LITERATURE REVIEW

A. Human Resources (HR)

Human resources are one of the most important assets in an organization. This is because they support the ideals of organizational goals through their skills, expertise and potential. The definition of HR is divided into two, namely micro and macro understanding. According to Susan (2019) the macro definition of HR is a resident of a country who has entered the age of the workforce, both those who have not worked and those who have worked. Furthermore, according to Purba (2018), the notion of human resources on a micro basis can be seen from three angles in a company environment, namely:

1. The individuals who make up Human Resources serve as a valuable asset in a company or organization, which can be measured. In this respect, the role of Human Resources is comparable to other assets in the organization, such as machines, computers (technological resources), investments (financial resources), buildings, and vehicles (material resources). As a result, Human Resources are categorized and considered as a means of production for the organization, similar to various other resources.

2. Human Resources are different from other resources. Humans are living beings created by a higher power. As the driving force behind any organization, the unique nature of human resources requires a different approach to their treatment. This potential lies in the realm of human values, which include skills, expertise, and personal attributes such as self-esteem, attitude, motivation, and needs. These aspects require the implementation of Human Resources Strategic Planning to ensure that the individuals hired are aligned with the specific requirements of the company or organization.

3. The driving force behind any company or organization is its Human Resources. Each individual in the Human Resources department has unique potential, thereby making different contributions to the implementation of the Business Operations Plan through business activities. These contributions align with the skills and expertise of each individual, and it is very important to recognize and value them, especially when it comes to financial compensation. In practice, individuals with higher levels of skill and expertise must receive greater financial rewards, which in turn impacts production costs. Therefore, Human Resources also plays a role as an investment.

B. Human Resource Management

Human Resource Management (HRM) is concerned with utilizing individuals to complete tasks with maximum effectiveness and efficiency, which ultimately leads to the achievement of organizational goals. This involves optimizing employee performance and their significant contribution, both in the workplace and in the wider community (Susan, 2019). The role of Human Resource Management (HRM) is critical in overseeing the effective

recruitment, training, supervision, and retention of employees. HRM plays a critical role in identifying and selecting candidates who have the necessary skills and qualifications for the available positions. Additionally, HRM is responsible for cultivating an environment that encourages productivity and facilitates growth within the organization.

C. Recruitment

Recruitment of the right human resources is an important initial phase in the search for an organization. Functioning as an entry point, the recruitment process aims to attract individuals who have the necessary qualifications and competencies that are aligned with the roles available. According to Nikmah et al. (2018), recruitment is a series of activities to find and attract job applicants with the necessary motivation, abilities, skills and knowledge to cover deficiencies identified in staffing planning. Companies can improve their ability to achieve organizational goals by implementing a thorough recruitment process, which allows them to form a strong and highly effective team.

D. Information System

According to Putri Primawanti & Ali (2022), an information system is the implementation of information and communication technology systems organized by business companies.

According to Mulia (2020), an information system consists of interconnected components that collect, manipulate, maintain, and distribute information while also offering feedback to meet predetermined objectives. In the research written by Jacob (2012), there are six key components that cover all types of information systems. These components include:

1. Hardware refers to the physical components of a computer-based information system. This includes all tangible computer hardware used in information systems, whether on server computers or client computers. This includes important components such as the CPU, monitor, keyboard, printer and other peripherals. Moreover, it includes network devices such as hubs, switches and routers, which are an integral part in a computer network.

2. Software is an important component of the information system. This component includes various types of programs, applications, and operating systems designed to effectively manage, process, and analyze data. The presence of software is very important for the smooth functioning and successful implementation of information system tasks.

3. A database, also known as a Database, is a compilation of data in an information system that is organized and organized into tables or files. Because information systems produce information from one or several sources and manipulate data, it is necessary to use applications to store, process and present data and information in a computerized format.

4. Network, often referred to as Network, functions as a mechanism that connects various elements or subsystems together. This enables efficient and fast communication, facilitating the rapid exchange of data and information.

5. Procedure includes providing an outline of the steps involved in the processing and analysis of specific data in information systems, which results in various products.

6. Users (User) holds responsibility for the utilization and progress of information systems.

E. Mobile Application

Mobile applications are software applications specifically made for mobile operating systems such as iOS, Android or Windows Mobile. These applications often feature user interfaces adapted to the mobile platform, offering unique methods of interaction. They also have the ability to interact with web-based resources, allowing users to access a wide variety of application-relevant information. In addition, mobile applications have the ability to process data locally, enabling them to collect, analyze, and format information in a variety of ways that are optimized for mobile platforms. In addition, this application offers the convenience of persistent storage on the mobile platform (Pressman, 2014). The use of mobile applications allows users to directly access the information, services and functionality they need through their mobile devices. The emergence of mobile applications has revolutionized our interaction with technology, offering convenient and personalized user experiences, as well as easy accessibility. Mobile applications will continue to compete as mobile technology evolves to meet the needs and tastes of contemporary consumers.

METHOD

A. Research Approach

In the realm of scientific research, researchers use various research techniques to collect data tailored to specific applications and purposes. The data collection and analysis phase of this research strategy is very important. Considering that this research emphasizes quality, a qualitative descriptive approach is used because it is more thorough and in-depth. This research is descriptive qualitative. In order to develop job vacancy information services through the Jobpoint mobile application as a strategy in disseminating job vacancy information, this study intends to describe the processes carried out or achieved in developing job vacancy information services using the Jobpoint mobile application and library research models.

B. Type of Research

The type of research chosen in this study is descriptive analysis, while the notion of descriptive analytical method according to Sugiono (2009) is a method that functions to describe or give an overview of the object under study through data or samples that have been collected as they are

without conducting analysis and making general conclusions.

C. Data Collection Techniques.

The paradigm used from library research, this research uses qualitative research techniques. Therefore, the authors use the documentation method for data collection, which involves reading and searching for information in the form of notes, papers, transcripts, books, magazines, and so on. This approach is used to gather the information needed to provide the desired response to a query. Documentation is a record of events that happened before. Documents can be in the form of writing, visuals, or maybe someone's colossal work of art. writings in the form of papers, books, diaries, curriculum vitae, biographies, and other similar forms.

In this study, the data object that the researcher is looking for is looking for literature that is in accordance with the issues raised. Researchers look for data in answering the problems raised by reading various appropriate references. Library research is a study of library data that can provide solutions or answers related to the problem under study. Through library research, it can provide results from what is sought through the data sources used.

D. Data Source

The problems examined in this study are based on existing data and information, which form the basis. To collect the necessary information, secondary data sources are used. This refers to research data obtained from complementary sources. Typically, this type of information is collected through a comprehensive examination and assessment of various published works, including books, journals, articles, magazines and online sources that are relevant to current research topics. In this case, the focus of the study relates to improving job vacancy information services through the use of the Jobpoint mobile application.

E. Data Processing Techniques

This analytical methodology requires investigation of material related to the subject matter being studied. The material in question includes written works found in various media, such as books, magazines, newspapers, scientific journals, and other publications. The purpose of this data analysis is to gain a deeper understanding of the research subject by making use of the sources collected. After all the necessary data has been collected, a comprehensive data analysis is carried out. This analysis serves the purpose of examining pertinent information and offering potential solutions to the problems addressed by the research.

F. Framework of Mind

The written work has a frame of mind to facilitate the drafting process. The framework of thinking in this study is described in the following figure:

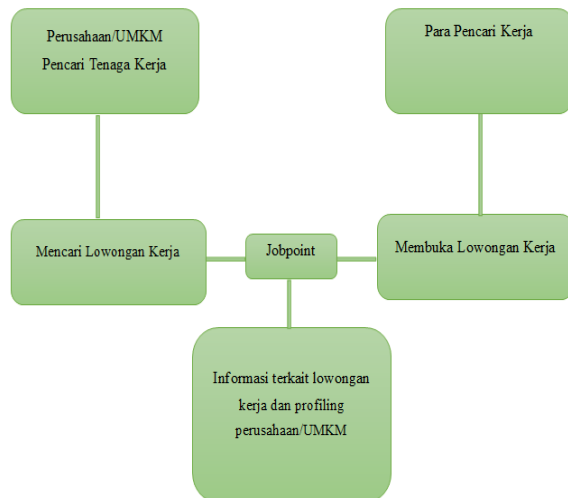


Figure 1. Research Thinking Framework.
Source: Author Analysis.

RESULT AND DISCUSSION

A. Ease of Finding Job Vacancies Around the Area of Job Seekers

Today is an era where all information can be obtained easily. What's more, mobile phones with sophisticated technology and affordable prices add to the rapid development of information technology. This also has a significant effect on job vacancy information. Currently, there are many platforms that provide job vacancy information. Whether on social media such as Instagram, Facebook, Tiktok, and Twitter. Or on applications or the web such as JobStreet, Glints, and KitaLulus. All existing platforms certainly have their own advantages. However, the author sees one gap that has not been filled by platforms. that already exists, namely a map containing the location points of companies/MSMEs that are opening job vacancies.

Information on job vacancies provided by most social media usually only includes job application requirements and addresses of companies/MSMEs that are hiring. In fact, some do not even include their addresses. However, location points and profiling of companies/MSMEs that open job vacancies are not included. Therefore, the deficiencies described can lead to ambiguity in receiving information which may lead to misunderstandings for companies/MSMEs as well as job seekers.

The Jobpoint Mobile application is here to fill in "emptiness" on the job vacancy information service provider platform. This application has a "Lowongan Terdekat" menu which functions to make it easier for users to see available job vacancies around their area. This feature also makes it easier for users who are still confused to determine the job you want to apply for is to choose a job. This feature is similar to the features in the online motorcycle taxi ordering mobile application which tracks the whereabouts of the nearest motorcycle taxi driver, the difference is that the Jobpoint Application tracks the location of registered companies/MSMEs that are opening

job vacancies.

B. Display of the Jobpoint Mobile Application

1. Jobpoint Mobile Application Start Page

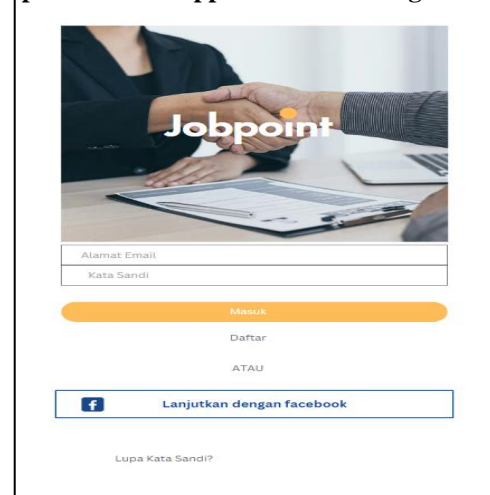


Figure 2. Display on the Jobpoint Mobile Application Home Page

Source: Author Analysis.

When the application is opened, the initial display is as shown in Figure 2. On this page, the user is directed to log in. For users who already have an account, it is enough to fill in their email address and password. If they do not have an account, the user is directed to register by selecting "DAFTAR" and continue the steps or select "Lanjutkan dengan Facebook". Users who have forgotten their account password can select "Lupa Sandi?" and continue the steps. This page is useful for providing security to the user's account in question.

2. Jobpoint Mobile Application Home Page

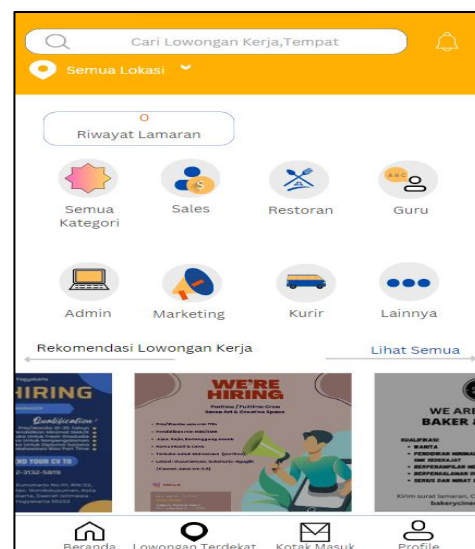


Figure 3. Display on the Home Page of the Jobpoint Mobile Application

Source: Author Analysis.

The Jobpoint Mobile Application has 4 pages in it, namely, Home, Lowongan Terdekat, Inbox, and Profile. On this home page, a search column is displayed which functions to find job vacancies and find the desired place. Then there is a notification feature in the form of a bell, this feature is useful for the latest information. Next, the "Semua Lokasi" feature, is useful for determining where the user wants to set the location. Then there is the job category feature. This makes it easier for users to choose what job category they want. Then on "Rekomendasi Lowongan Kerja" contains several job vacancies submitted by companies or MSMEs by paying advertising fees. This is useful for companies or MSMEs that are just starting up or want to have a good reputation.

3. Jobpoint Mobile Application "Nearby Vacancies" page

The "Lowongan Terdekat" menu was created to make it easier for users to see available job vacancies around their area. This feature also makes it easier for users who are still confused about the job they want to apply for to choose a job. This feature is similar to the features in mobile food ordering or motorcycle taxi applications online, the difference is that the Jobpoint Application tracks the location of registered companies/MSMEs that open job vacancies.

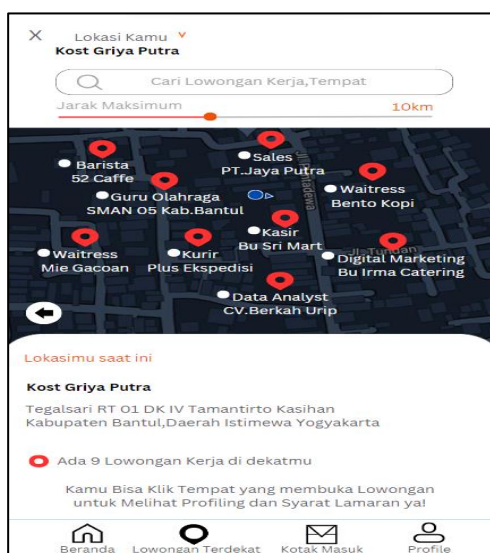


Figure 4. Display of the "Lowongan Terdekat" Page of the Jobpoint Mobile Application
Source: Author Analysis.

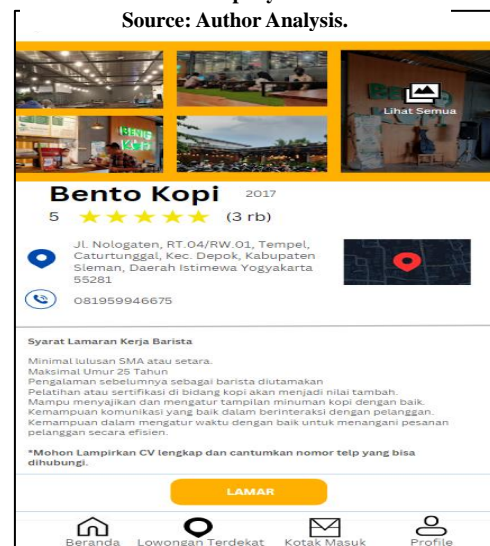
In the initial stage, the user can fill in "Lokasi Kamu" to set the location. Then, the user can set the maximum distance interval to track registered companies/MSMEs that are currently hiring. After that, several points will appear on the map where companies/MSMEs are currently opening. Job vacancies include the jobs needed. If the user is interested in a job position in the company/UMKM listed on the map,

then the user can press "" and a profile of the company/UMKM will appear and the job application requirements will appear.

4. The page after the user selects a company/UMKM

The following is an example of a business location selected by the user. On that page there is a profile of Bento Kopi consisting of a photo, rating, full address which can lead directly to gmaps if clicked, contact, and Barista job application requirements.

Figure 5. Display on the page after the user selects a company/UMKM
Source: Author Analysis.

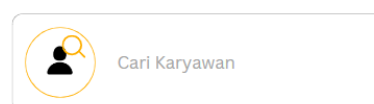


Users can view photos about Bento Kopi and analyze the situation. After the user has reviewed the profile and job application requirements, the user can submit an application on the "LAMAR" tool and follow the procedure.

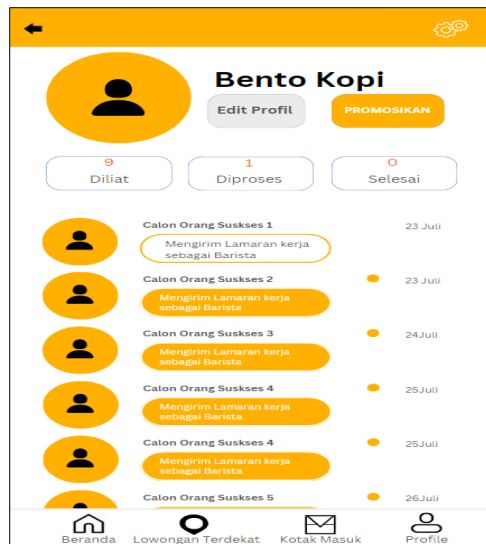
5. Pages for Companies/MSMEs to fill out Job Vacancies Promotion Forms

Companies/MSMEs that want to promote job vacancies

can select the "Profile" menu. Then select the "Cari Karyawan" feature as shown in the following image:



After that, a promotional account page will appear like the example in figure 6.



Then the user can select "Promosikan" and a form page will appear that must be filled in by the Company/UMKM as shown in the following image:

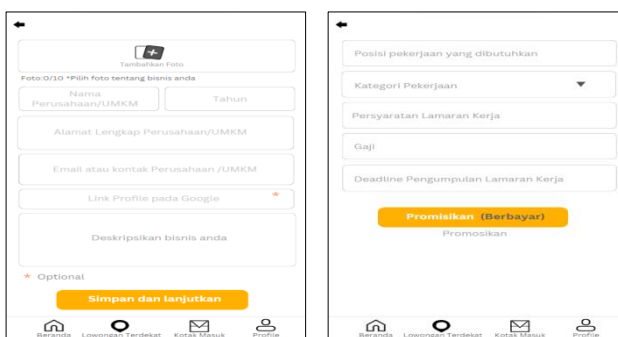


Figure 6. Display on Promotional Account Pages

Source: Author Analysis.

After all the data is filled in, it is deemed appropriate, then you can promote the job vacancy by choosing one of the 2 promotion options, namely paid and regular. Paid promotions have advantages. Instead of regular promotions, namely job vacancy promotions, they can be displayed on "Rekomendasi Lowongan Kerja" which is useful for Companies/MSMEs that are in need of employees quickly and raise their reputation. Meanwhile, regular promotions are not displayed on "Job Recommendations".

CONCLUSION AND RECOMMENDATION

After carrying out step by step starting from literature study to application testing, it can be concluded that the "Job Vacancies" feature can make it easier for job seekers to find their jobs. The Jobpoint mobile application developed can connect companies/MSMEs that are opening job vacancies with job seekers. Users can easily find job vacancies around their area and review the choices of places that open job vacancies. This is important for users when considering

submitting job applications.

The Jobpoint mobile application that has been developed in this study still has many shortcomings and is still in the stage of further development. Because in this research the application developed is still at an early stage, further research can add support to this application in order to increase the scope of its users.

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