

## Implementation of Job Training Program on Employee Performance at PT Worldwide Enterprise Brand Prepp Studio

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### Abstract

*This research discusses the implementation of job training programs on employee performance at PT World White Enterprise Brand Prepp Studio, a company operating in the creative industry. The main focus of this research is to analyse the effectiveness and impact of the training program that the company has implemented in improving employee skills and performance. This research methodology includes analysis related to training sourced from several previous studies. The research results show that the training program has positively increased employee productivity and competency. With this program, employees can face work demands more efficiently and positively impact the company's production results. In addition, this research also evaluates employee responses and perceptions of the training program, which can be a basis for improving and developing the program in the future. The implications of these findings can help PT World White Enterprise Brand Prepp Studio and similar companies design more effective training programs based on industry needs and developments. This study provides insight into the importance of investing in human resource development to achieve competitive advantage in a dynamic business environment.*

**Keywords:** Job Training, Employee Performance.

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## 1. Introduction

The current growth and development of the creative industry require companies to continue to adapt and improve the quality of human resources. PT World White Enterprise Brand Prepp Studio, as one of the leading players in this industry, realises that a company's success is determined by product innovation and the quality of individual performance. The

company has implemented a job training program as a human resource development strategy to answer these challenges.

The growing interest in making productivity one of the pillars of improvement and competitiveness is a challenge, so steps must be taken to support it in providing a conducive atmosphere for increasing productivity. Specific programs are needed that can help to realise increased community welfare (Maryuni, 2018)

Improving the workforce quality, especially for those who have only completed education up to elementary school, middle school/equivalent, or high school/equivalent with low skills, can be achieved through empowerment through the Job Training Program. Job training is a human resource development tool that channels knowledge, skills, and productive work attitudes through various curricula and programs. According to Rohma (2021), the implementation concept comes from English, namely, to implement. In Webster's Big Dictionary, to implement means to provide the means for carrying out (providing the means to carry out something); and to give practical effect to (to cause an impact/consequence on something (Webster in Wahab (2006:64)). According to Widodo (2015:82), the definition of training is a series of individual activities in systematically improving skills and knowledge so that they can have good performance. Who are professionals in their field? Training is a learning process that enables employees to carry out current work by standards.

Human Resource Management Human Resource Management includes planning, organising, directing, and supervising human resources selection, training, placement, and release to meet the needs of individuals, communities, government customers, and organisations (Sihotang, 2007). According to Widodo (2015: 84), training carried out by companies aims to increase productivity, improve quality, support HR planning, boost member morale, provide indirect compensation, improve work health and safety, and prevent the expiration of personnel abilities and knowledge, increasing the development of personnel capabilities and expertise.

According to Gomes in his journal, training is an effort to improve job performance in a particular job that is his responsibility or a job related to his career (Onibala et al., 2017). According to Mulyadi (2016: 103), training is a process of teaching training experience and knowledge as well as specific skills, attitudes, and ethics so that employees can carry out their responsible tasks more skillfully and competently by the standards determined by the organisation.

This research aims to explore the implementation of the job training program that PT World White Enterprise Brand Prep Studio has implemented. By understanding the planning, implementation, and results of training programs in more depth, we hope to provide a comprehensive picture of their impact on employee performance and overall company productivity. This study is also relevant considering the era of rapid change where companies must be able to face industrial dynamics and global competition. By involving employees in training programs that focus on developing skills and increasing productivity, it is hoped that PT World White Enterprise Brand Prepp Studio can achieve a sustainable competitive advantage.

This research will not only provide an overview of the implementation of training programs at PT World White Enterprise Brand Prepp Studio but is expected to provide a

valuable contribution to further understanding the effectiveness of job training programs in supporting company growth and success amidst increasingly fierce industrial competition.

Based on the description explained above, the problem formula to be researched is how the job training program is implemented at PT World White Enterprise Brand Prepp Studio, including planning, implementation, and impact on employee performance and how they contribute to understanding the effectiveness of job training programs in supporting company growth and success in increasingly fierce industrial competition.

For companies that are highly competitive in the future, efforts must be made to create systematic learning process standards for all levels of employees through training. Training is a systematic and organised short-term educational stage aiming to improve and form all employees' attitudes, attitudes, knowledge, and abilities by expectations (Iriani, 2015).

### **1.1. Work training**

Training encourages employees to gain effectiveness in their current and future work through increasing knowledge and skills (Flippo, 2016). Training is a field of education related to the learning process of growing employee skills outside of formal education procedures, where the period used is relatively short, and the method prioritises improving skills (Anggereni, 2019). Training is a place for employees to learn attitudes, skills, and work-related skills (Maryadi, 2019). In science, training is a relationship between lines, namely managers, supervisors, staff, and all employees in the company. Meanwhile, expertise is a person's ability to do their job well. The training itself is a means and effort to improve the performance of employees who were previously not good, minimising human error caused by a lack of knowledge, education, and self-confidence on the part of workers (Supardi & Yusman, 2021).

### **1.2. Training Participants**

Training participants are people or employees sent by the company to participate in training activities per the company's needs to increase productivity and quality of work. Participants whom the company will send to participate in training activities should be selected first based on specific criteria according to their classification (Wulandari, 2020).

### **1.3. Training materials**

Training materials are the most essential part of any training tool. The best way to create training materials is to start by researching your training plan and the participants who will participate in it. The training material is the science and skills needed to achieve the mission that the company has proclaimed (Mokhtar & Susilo, 2017). The material presented in training must meet the organisation's and training participants' needs (Nursyahputri & Saragih, 2019).

### **1.4. Training Methods**

A training method is a method or training technique chosen for each training activity, where the process must be appropriate to the type of training to be carried out (Aprilia, 2020). According to (Dessler, 2017) (Wulandari, 2020), training must be based on the methods used to provide employees with skills and knowledge for their work, on or off the job.

### **1.5. Training Objectives**

Training aims to answer the problems individuals or companies face in improving the skills needed to support a job (Bali et al., 2021). Training fulfils the need for human resources, productivity, and quality determined by the company (Darmawati, 2019). When a company organises training, this is an effort to overcome the problems faced by the company or help the company effectively and efficiently direct and achieve organisational goals.

## **1.6. Performance**

According to Bernardin and Russell (1993), performance is a record of the results obtained from certain job functions or activities over a certain period. According to Maier, 1965 (in As'ad, 2003), performance is an individual's success in completing their work. Byars and Rue (2004) define performance as the degree of achievement of tasks completed by employees in their work. According to Campbell (1990), performance is behaviour that gets something done. From the definition above, performance is a result that an employee can achieve within a certain period through directions leading to an organisational goal.

According to Prabu (2000), performance results from work in terms of quality and quantity an employee achieves in carrying out his responsibilities. According to Ambar (2001), a person's performance is a combination of ability, effort, and opportunity, which can be measured from the results of their work. Maluyu (2001) stated that performance (work achievement) is a work result achieved by a person in carrying out work. Performance is a collection of results achieved and refers to achieving and carrying out the work requested (Keeps & Stolic, 1991).

## **2. Research Methods**

This research uses a qualitative approach with a descriptive research type by describing the Job Training Program at the World White Enterprise Company. The data sources in this research are several employees at the World White Enterprise Office, totalling 30 people as implementers of this program, including those who took part in implementing this program. In this research, PT World White Enterprise conducted job training for all employees related to creativity, production, and administration of Brand Prepp Studio products by existing job training standards. This job training program is carried out four times in 1 year (January-April-July-October).

Data collection techniques involve interviews, observation, and documentation, as well as applying data analysis techniques and checking the validity of the findings. Data regarding job training programs implemented by World White Enterprise companies can be obtained using these two techniques. The research location is Warehouse World White Enterprise, South Jakarta. The author interviewed three supervisors and 27 employees as informants who carried out job training at PT World White Enterprise.

In this research, informants are selected based on the research object, and purposive sampling is the relationship between the informant and the research. In qualitative research, data analysis is an ongoing activity throughout the research process, from data collection to report writing (Afrizal, 2017).

## **3. Results and Discussion**

To increase operational flexibility, PT World White Enterprise provides job training to its employees, which will be implemented in daily operational activities. The following is an evaluation of the implementation of the job training:

### **3.1. Work training**

To develop the company's business, PT World White Enterprise provides job training to all employees related to creativity, production, and administration of Brand Prepp Studio products by existing job training standards. This job training program will be carried out four times in 1 year (January-April-July-October). Job training is done by socialising employees

and training them according to their respective fields. This job training will be carried out for 15 days, with a total of 10 hours for each training session by each field or section (1) Creative (5 days); (2) Production (5 days); and (3) Administration (5 days). The following is the job training calendar for 2023:

Januari 2023						
Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*January 2023 Calendar Table*

April						
Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

*Table of Job Training Schedule for April 2023*

Juli						
Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

*Table of Job Training Schedule for July 2023*

Oktober						
Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*Table of Job Training Schedule for October 2023*

Information :

	Creative
	Production
	Administration



If one of the team's employees is thought to still need to meet the standards expected by the company, then the employee will be tried to take part in job training in the following period. The standardisation is as follows: (1) **Creative team**. Can be a liaison for the company to potential customers by developing a solid understanding of the needs and goals of potential customers. Can create ideas that can be used for content needs on social media platforms to support promotions. Active, Creative, and Innovative in following up-to-date media trends; (2) **Production Team**. Make appropriate plans to make it easier for the company to carry out the production process. Can process raw materials to reduce production costs and increase resource efficiency to become a product with selling value. Can supervise various production activities. It can be a tool that plays a role in determining the best method in the production process to be more effective and efficient, and it must set a budget based on production needs; (3) **Administration Team**. Can coordinate with other brand administrations if there are joint meetings or other activities. Can communicate well with consumers through complaints, returns, or refunds. Collect and organise documents

### 3.2. Training Participants

Creative, Production, and Administration company employees are the job training program participants. According to researchers, these three parts are important because they involve the relationship between producers and consumers. This job training is devoted every week to 1 team according to the time that has been determined by the team members as follows: (1) Creative Team (1 Supervisor & 4 members); (2) Production Team (1 Supervisor & 9 members); and (3) Administration Team (1 Supervisor & 14 members)

### 3.3. Training materials

To meet the work standards set, this training program provides material appropriate to each team's activities. These materials will later be applied to each team's respective activities. These materials include:

Creative team

Pelatihan	Materi
Pelatihan 1	Pelatihan Manajemen
Pelatihan 2	Pelatihan Keterampilan & Intenal
Pelatihan 3	Pelatihan Outsourcing & Keterampilan Teknis
Pelatihan 4	Pelatihan Pengembangan dan Produktifitas Karyawan

Production Team

Pelatihan	Materi
Pelatihan 1	Pelatihan Manajemen
Pelatihan 2	Pelatihan Keterampilan & Intenal
Pelatihan 3	Pelatihan Outsourcing & Keterampilan Teknis
Pelatihan 4	Pelatihan Pengembangan dan Produktifitas Karyawan

Administration Team

Pelatihan	Materi
Pelatihan 1	Pelatihan Manajemen
Pelatihan 2	Pelatihan Keterampilan & Intenal
Pelatihan 3	Pelatihan Outsourcing & Keterampilan Teknis
Pelatihan 4	Pelatihan Pengembangan dan Produktifitas Karyawan

### 3.4. Training Methods

To provide understanding to the employees who have been determined, PT Worldwide Enterprise provides training methods that are appropriate for each team. These methods include the following:

#### Creative team

<b>Pertemuan 1</b>	
09 Januari 2023	Pemberian Materi Manajemen yang berkaitan dengan bidang kreatif
10 Januari 2023	Pendalaman materi kepada Supevisor dan Tim Kreatif
11 Januari 2023	Melakukan ujian tentang materi yang diberikan secara online (via Google form)
12 Januari 2023	Pengaplikasian materi dalam kegiatan tim.
13 Januari 2023	Survey dan Pengembangan
<b>Pertemuan 2</b>	
03 April 2023	Pemberian Materi untuk pertemuan 2 dan Evaluasi pertemuan sebelumnya
<b>Pertemuan 3</b>	
03 Juli 2023	Pemberian Materi untuk petemuan 3 dan Evaluasi pertemuan sebelumnya
04 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk melakukan sosialisasi terhadap kegiatan tim
5 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk mengembangkan keterampilan teknis tim dalam bidangnya
6 Juli 2023	Mengaplikasikan keterampilan teknis yang dikembangkan dalam kegiatan operasional tim
7 Juli 2023	Survey dan Pengembangan
<b>Pertemuan 4</b>	
16 Oktober 2023	Pemberian Materi untuk Pertemuan 4 dan Evaluasi pertemuan sebelumnya
17 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
18 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
19 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
20 Oktober 2023	Survey dan Pengembangan

*Table of Materials for Creative Team Work Training in 2023*

#### Production Team

<b>Pertemuan 1</b>	
16 Januari 2023	Pemberian Materi Manajemen yang berkaitan dengan bidang Produksi
17 Januari 2023	Pendalaman materi kepada Supevisor dan Tim Produksi
18 Januari 2023	Melakukan ujian tentang materi yang diberikan secara online (via Google form)
19 Januari 2023	Pengaplikasian materi dalam kegiatan tim.
20 Januari 2023	Survey dan Pengembangan
<b>Pertemuan 2</b>	
10 April 2023	Pemberian Materi untuk pertemuan 2 dan Evaluasi pertemuan sebelumnya
11 April 2023	Sosialisasi Jobdesk, SOP dan pendalaman keterampilan
12 April 2023	Pendalaman Keterampilan & Pengaplikasian dalam kegiatan
13 April 2023	Mengaplikasikan materi dalam kegiatan operasional tim
14 April 2023	Survey dan Pengembangan
<b>Pertemuan 3</b>	
10 Juli 2023	Pemberian Materi untuk petemuan 3 dan Evaluasi pertemuan sebelumnya
11 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk melakukan sosialisasi terhadap kegiatan tim
12 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk mengembangkan keterampilan teknis tim dalam bidangnya
13 Juli 2023	Mengaplikasikan keterampilan teknis yang dikembangkan dalam kegiatan operasional tim
14 Juli 2023	Survey dan Pengembangan
<b>Pertemuan 4</b>	
23 Oktober 2023	Pemberian Materi untuk Pertemuan 4 dan Evaluasi pertemuan sebelumnya
24 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
25 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
26 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
27 Oktober 2023	Survey dan Pengembangan

## Administration Team

Pertemuan 1	
24 Januari 2023	Pemberian Materi Manajemen yang berkaitan dengan bidang Administrasi
25 Januari 2023	Pendalaman materi kepada Supevisor dan Tim Administrasi
26 Januari 2023	Melakukan ujian tentang materi yang diberikan secara online (via Google form)
27 Januari 2023	Pengaplikasian materi dalam kegiatan tim.
30 Januari 2023	Survey dan Pengembangan

TABLE OF ADMINISTRATIVE TEAM WORK TRAINING MATERIALS FOR 2023

Pertemuan 2	
17 April 2023	Pemberian Materi untuk pertemuan 2 dan Evaluasi pertemuan sebelumnya
18 April 2023	Sosialisasi Jobdesk, SOP dan pendalaman keterampilan
26 April 2023	Pendalaman Keterampilan & Pengaplikasian dalam kegiatan
27 April 2023	Mengaplikasikan materi dalam kegiatan operasional tim
28 April 2023	Survey dan Pengembangan
Pertemuan 3	
17 Juli 2023	Pemberian Materi untuk petemuan 3 dan Evaluasi pertemuan sebelumnya
18 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk melakukan sosialisasi terhadap kegiatan tim
19 Juli 2023	Menyewa tim Outsourcing yang berkaitan dengan bidang untuk mengembangkan keterampilan teknis tim dalam bidangnya
20 Juli 2023	Mengaplikasikan keterampilan teknis yang dikembangkan dalam kegiatan operasional tim
21 Juli 2023	Survey dan Pengembangan
Pertemuan 4	
09 Oktober 2023	Pemberian Materi untuk Pertemuan 4 dan Evaluasi pertemuan sebelumnya
10 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
11 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
12 Oktober 2023	Pengaplikasian seluruh pelatihan yang sudah di evaluasi
13 Oktober 2023	Survey dan Pengembangan

### 3.5. Training Objectives

#### General purpose

This training aims to improve the quality of human resources (HR) so that operational activities in the office can run efficiently and the company can develop well.

**Special purpose.** The creative team (1) Has a conceptual view and can create original ideas; (2) Can think creatively and have the confidence to use it; (3) Have the confidence to share and present ideas internally or externally; (4) Have good written and verbal communication skills; and (5) Have the ability to think laterally and literally.

**Production Team** (1) Have knowledge related to current technology; (2) Maintain consistent product quality and work safety; and (3) Increase the efficiency of the production process.

**Administrative Team.** (1) Have good communication skills, both written and verbal; (2) Can provide good service and solutions to customers through complaints, returns, or refunds; (3) Can manage time well and determine priorities for more critical work activities; and (4) Can understand and follow actual technological developments.

### 3.6. Employee performance

After passing the job training period, it is hoped that employee operational activities will become more efficient and effective. The company will provide an annual assessment to determine whether the program is running well. Apart from that, the company will also give an evaluation to provide incentives/bonuses for employees who have achieved the targets set by the company. Employees who successfully meet the company's targets will be awarded the title "Best Employee of the Year" and receive a bonus equivalent to 1x their salary. The following are company targets as factors for employee success:



Creative team

Faktor Penilaian	Ukuran	Target		Hasil		Pencapaian
		Waktu	Jumlah	Waktu	Jumlah	
Ketertarikan Konten	Peningkatan Followers Instagram	12 bulan	300.000	12 bulan	400.000	positif
	Peningkatan Followers Tiktok	12 bulan	50.000	12 bulan	32.400	negatif
Penjualan*	Penjualan Website Brand	12 bulan	17.000	12 bulan	18.000	positif
	Penjualan Tiktok	12 bulan	3.000	12 bulan	4.000	positif

Note: (\*) Amount based on Quantity (Pcs)

Production Team

Faktor Penilaian	Ukuran	Target		Hasil		Pencapaian
		Waktu	jumlah*	Waktu	jumlah*	
Jumlah Produksi	Total Barang yang Diproduksi	12 bulan	25.000	12 bulan	25.000	positif
	Barang Reject	12 bulan	250	12 bulan	300	negatif
Penjualan	Penjualan produk	12 bulan	20.000	12 bulan	22.000	positif

Note: (\*) amount based on Quantity (Pcs)

Administration Team

Faktor Penilaian	Ukuran	Target		Hasil		Pencapaian
		Waktu	Jumlah*	Waktu	Jumlah*	
Pelayanan Pelanggan	Komplain	12 bulan	250	12 bulan	1.200	negatif
	Retur	12 bulan	250	12 bulan	500	negatif
	Refund	12 bulan	250	12 bulan	200	positif

Note: (\*) Amount based on Order Number

The source estimates the data in the Results column in the table based on validation from the relevant team. There are adverse results in the Achievement column, but these are due to several factors for each team. These factors are:

**Creative team.** The increase in followers on TikTok media did not reach the target because the team focused on Instagram media, which, from the start, was the brand's build on Instagram media. On the TikTok media, the creative team is more focused on promoting factory-rejected goods, slow-moving goods, and old stock by selling them live.

**Production Team.** Initially, the team coordinated with the vendor regarding the maximum number of rejected items each time they produced an item. However, it is not perfect because vendors are often less careful, so left goods often exceed the agreed amount.

**Administration Team.** The complaints column is harmful because of the total number of complaints; it is estimated that around 80% of complaints are due to late delivery. Meanwhile, those who should be responsible for shipping are the expedition parties who work together with the company. The negative returns column occurs due to an error in sending the goods, which is caused by a mistake by the operational team in the form of an error in sending the product, a mistake in sending the size/colour, and so on. Returns can also occur when a customer chooses the wrong size/colour during the transaction process.

#### 4. Conclusion

PT World White Enterprise knows that improving human resources (HR) quality is the key to company success. By implementing job training programs, the company seeks to address industrial growth and development challenges by focusing on developing skills and increasing employee productivity.

The importance of productivity as a pillar of improvement and competitiveness encourages companies to design training programs that support improving people's welfare. PT World White Enterprise Brand Prep Studio strives to achieve sustainable competitive advantage by paying attention to labour laws and involving employees in HR development-based programs.

The strategic role of Human Resources (HR) in organisations is emphasised, with a focus on planning, monitoring, maintaining, and improving individual performance. The superior's leadership style is considered a factor that influences member performance. Government support through the Manpower law provides a legal basis for developing work competencies through training. Empowering the workforce, especially those with low levels of education, is the focus for improving quality through the Job Training Program. The success of this program depends on the awareness and cooperation of all parties, especially employees who want to develop themselves.

This research describes the comprehensive PT World White Enterprise job training program implementation and examines employees' contributions as program participants. The results of this research will provide valuable insight into the effectiveness of job training programs in supporting company growth and success in an era of dynamic industrial competition.

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