

Entrepreneurship For Young People To Find Jobs And Overcome Unemployment Problems With Social Media

Asrindah Nst¹, Budiman Purba²

Social Sciences and Political Science Study Programme, Communication Science Study Programme
Dharmawangsa University, North Sumatra, Indonesia
Email : asrindanasution90@dharmawangsa.ac.id

ABSTRACT

There is a significant need for his employment market among the younger generation, who have transitioned from high school to college. as a result of the fact that a significant number of young individuals are currently seeking employment opportunities through various sources, including newspapers, news, acquaintances, and social media. There is a wide range of employment opportunities and comprising knowledge, creativity, innovation, soft skills, and hard skills that are possessed by youthful individuals. Therefore, the future young generation will persist in their creative endeavours by establishing employment opportunities on social media platforms, including being a blogger, content creator, startup, social media administrator, content writer, online animation maker, shopee, lazada, gopay, funds, and traveloka. This will enable the younger generation to secure decent jobs and combat the widespread unemployment that is prevalent in both domestic and international settings.

Keywords: social entrepreneurship; Create jobs on social media

INTRODUCTION

Also known as unemployment or underemployment, is the term for people who are looking for work, looking for work less than two days a week, or people who are not working to get a decent job. Unemployment usually occurs. said the number of jobs sought for employment is not proportional to the job vacancies in the field and this can be seen as very serious in the economic sector because it can reduce the productivity and income of society High unemployment rates can usually lead to a variety of other problems, including poverty, the number of crimes and other social problems. It goes without saying that workers, for example are the backbone of their families.

It can also cause children who are supposed to be the country's successors to leave school and other effects on children's psychology. If people become structural apologists, what is safe is very dangerous for the country. In this country, the unemployment rate has a huge impact on this because it leads to economic problems in the country. Structural unemployment is created from the non-match between the skills of the employee and the skills of the company for the employee. This leads to potential employees or employees who are unemployed and slowly losing their skills in the workplace. I lost my work skills from This means that the unemployment rate is more than higher than before.

The government continues to allow generations of its citizens to reach social media for young people looking for work, to ensure that the country's unemployment rate is by opening jobs on social media such as startups, Gopay, Shopee, Traveloka,

content writers, social media administrators, bloggers and more. Do your business on social media and search directly and online. In addition, teenagers from can easily find job information on social media.

LITERATURE REVIEW

Unemployment is a serious problem faced by many countries around the world. In the world of work, unemployment can be divided into several types, and each type has different characteristics and causes. In this article, we will discuss several types of unemployment that are commonly encountered.

A. *Open Unemployment*

Open Unemployment is the most common type of unemployment rate. It occurs when not functioning and actively seeking work. Those who fall under the open unemployment category often hire applications from different companies, but have not found the desired job.

B. *Target Unemployment Rate*

The covered unemployment rate is the type of unemployment that occurs when people do not have a job but are not actively looking for work. Those in this category are less likely to be registered as unemployed due to applications for not starting with companies or at work offices.

C. *Seasonal Unemployment*

Seasonal unemployment is only available in certain periods, resulting in seasonal unemployment. B. During the harvest season or holiday season. Sectors of people working in tourism and agriculture often experience seasonal unemployment.

RESULT AND DISCUSSION

The method of implementation that we do is a qualitative approach. A qualitative approach is a scientific research that aims to understand a phenomenon in a natural social context by promoting a process of in-depth communication interaction between the researcher and the phenomenon under study (Herdiansyah, 2012). Therefore, researchers need to go directly to the field, hence the type of descriptive qualitative research.

The debriefing that we apply is how young people who have just graduated from junior high school, high school, vocational school, and college can work and not become unemployed. Therefore, "A type of social media business that can be used by young people who have just graduated to find work and overcome the problem of unemployment". We continue to strive to open as many jobs as possible both online and offline. The business is in the form of:

A. *Online shop*

It does not require a physical place and is very flexible in its management. Even though you don't have a physical place, you can still sell various goods needed by the community. Starting from clothes, medical devices, electronic goods, even car spare parts. There are already many platforms that provide free and easy online store creation.

B. *Animation Services*

In addition to website creation, you can also use your animation skills as a source of income. Not everyone can make animations. Of course you are one of the people who are needed by many companies. Moreover, this age demands the creation of unique, interesting, and creative content. So the animation you create can definitely generate a large profit.

C. *Content writer*

A content writer is tasked with writing various information needed by the company or client. That means you can write on social media or websites. A career as a content writer in the future is still long as long as online businesses continue to grow.

D. *Youtubers*

Creating YouTube videos is currently a trend and popular, especially among young people. Being a Youtuber requires you to be creative and consistent in uploading videos. The more consistently you upload videos, the more benefits you can get. Choose topics that are interesting, educational, or entertaining so that people are interested in watching your videos.

E. *GO-JEK*

Gojek was first established in 2010 by Nadiem Makarim, Kevin Aluwi and Michaelangelo Moran. Gojek is an Indonesian startup company that provides transport services through motorcycle taxis. Gojek develops simple and useful features, so the company has successfully made a positive impact on people's daily lives.

F. *Traveloka*

Traveloka is a startup company that provides online flight, train, bus and hotel booking services with a focus on domestic travel in Indonesia. The company was founded by Ferry Unardi, Derianto Kusuma and Albert Zhang in 2012. It was eroded in 2020 due to the pandemic, but Traveloka was able to survive and rise up to compete for an IPO in New York in 2021.

G. *Tokopedia*

Tokopedia is an e-commerce startup company founded by William Tanuwijaya and Leontinus Alpha Edison in 2009. The company, which has transformed into a unicorn, is influential for Indonesia and even Southeast Asia. To date, Tokopedia is the most visited and used marketplace by Indonesians.

Due to the increasing population and the lack of understanding of the world of work on social media and expecting work as a waiter, maid, employee, and civil servant (PNS), there is a narrowing of employment opportunities as a result of the large number of unemployed people in Indonesia, especially the younger generation who have just graduated from high school and college. In fact, every year school graduates continue to grow, and there are still more workers affected by layoffs. Three factors, namely the slow pace of job creation, the number of graduates and the impact of layoffs, do not run in balance, thus boosting the unemployment rate in Indonesia. Steps taken include holding 10 types of labour training. However, these efforts have not been able to reduce the unemployment rate to the maximum. The Central Statistics Agency (BPS) recorded that Indonesia's unemployment rate reached 8.42 million people in August 2022. On the other hand, every year companies only need hundreds of workers, while the number of graduates reaches thousands.

Therefore, many companies have opened the widest possible job opportunities both online and offline. These job opportunities can be utilised by today's young generation who want to get practical work and can be done at home like the example picture above. In order to prevent so much unemployment per year. Registration can also be done online and offline. And it doesn't suck to wait too long because it can be sent via e-mail such as working at Bukalapak, traveloka. In addition, there are jobs for people who like Ofdate social media such as youtubers. There are jobs that can be done for people who like to trade such as selling on Shopee, bloggers, online stores.

CONCLUSION

From the results of the research conducted, the following conclusions can be drawn:

- A . Unemployment is caused by the rampant number of layoffs that occur.
- B. Unemployment occurs because of the lack of jobs.
- C. Unemployment occurs because of a lack of information and a lack of socialisation.
- D. Unemployment occurs because of choice, coercion, and procrastination.

From the survey above, there are many more companies that open the widest possible job opportunities and jobs can be obtained from anywhere. Such as becoming a YouTuber, celebrity, content creator, gojek, working at ovo, traveloka, Shopee, open stalls, startups, and others.

REFERENCES

- Septiani, jihan. Hafidz widaaatullah. Rizaldi akbar. "Utilisation of social media for online business during the covid 19 pandemic". National seminar on community service LPPMUMJ. E-IssN: 2714-6286. (2021)
<https://jurnal.umj.ac.id/index.php/semnaskat/article/view/10872/6157>
date of access 3 July 2023.

Ervina. "The right way to overcome and reduce unemployment". Talenta. Co. 3 July 2023. <https://www.talenta.co/blog/cara-menurunkan-angka-unemployment-right/> Syaidah, Imarotus. Hendry Cahyano. "The effect of education level on unemployment rate in jombang district". The effect of education level on unemployment rate. E journal (2013) 1-16
<http://ejournal.unesa.ac.id/index.php/jupe/article/view/3739> access date 3 July 2023.

Darwin. "Check out the promising and proven successful online business inspiration following". July. Id. 3 July 2023. <https://www.julo.co.id/blog/bisnis-online-yang-promising-and-proven> Asti. "5 examples of startup businesses in Indonesia".dailysocial.id.3 July 2023. <https://dailysocial.id/post/5-contoh-bisnis-startup-di-indonesia>

Fahri, Dwi latifatul. "Get to know the 5 types of unemployment and its causes".

Katadata. Id. 3 July 2023.

<https://katadata.co.id/amp/safrezi/berita/620dd2ef4594c/mengenal-jenis-jenis-unemployment-and-causes?disableGlobalInfoCollect=false>