



► Women in STEM

Date: June 2021

► Labour Market Analysis for ICT courses at Technical and Vocational Education and Training (BBPLK) Bekasi

Indonesia's growing SMEs

61%

Contribution
to total GDP

117

million

Workforce
absorption

64.2

million

SMEs players
in total

90%

of 4 million

Workforce
absorption

600

thousand

Digital talents
needed per
year

The growing numbers of SMEs and the needs of digital talent in Indonesia are a **great opportunity** for digital talents

ICT courses at BBPLK Bekasi

► **84%** of BBPLK graduates started looking for a job after finishing their training

► **51%** BBPLK Bekasi graduates got a job after finishing their training

► It took graduates **2.1** months to start working on average

Job criteria BBPLK Bekasi graduates looking for a job



Fits my
interest

53%



Right
salary

50%



Fits academic
background

46%

Challenges in looking for a job BBPLK Bekasi graduates looking for a job



Education
background
didn't match



Not many
jobs
available



The jobs
required
several years
of experience



SMEs' job recruitment process



SMEs use Facebook groups and their own Instagram account to post vacancies.



LinkedIn, Tech in Asia, and Kalibrr are perceived to be most effective in getting candidates.

In Telegram, SMEs usually post their vacancies directly in specific group.



LinkedIn, Tech in Asia and Kalibrr are perceived to consist of (more) qualified applicants (skills, education level, and experience). For positions that heavily rely on ICT skills, **Tech in Asia is especially known as the go-to platform to find candidates.**

PROGRAMMING



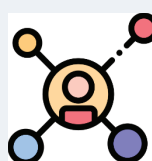
GitHub is preferred to find candidates for programming positions.

DESIGN



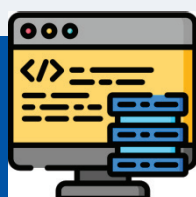
Creative portfolios are needed to showcase applicants' skills and experience.

SOCIAL MEDIA



SMEs will review applicants' social media presence (followers, feed, etc.)

Indonesia's growing SMEs



PROGRAMMING

Web programmer
Software engineer
Back-end & front-end developer
Android
iOS
Quality assurance engineer
DevOps engineer
UI/UX designer
Data analyst
Big data analyst
IT operation



DESIGN

Graphic designer
Video editor
Animator
Motion graphic artist
Visual merchandiser
Product design



CONTENT CREATION

Social media officer
Digital marketing
Creative marketing
Photographer
Videographer
Content creator
Copy writer
Content writer
Writer
Editor staff



PRODUCTION

Admin
Production assistant
Logistics & distribution
Procurement
Operation team

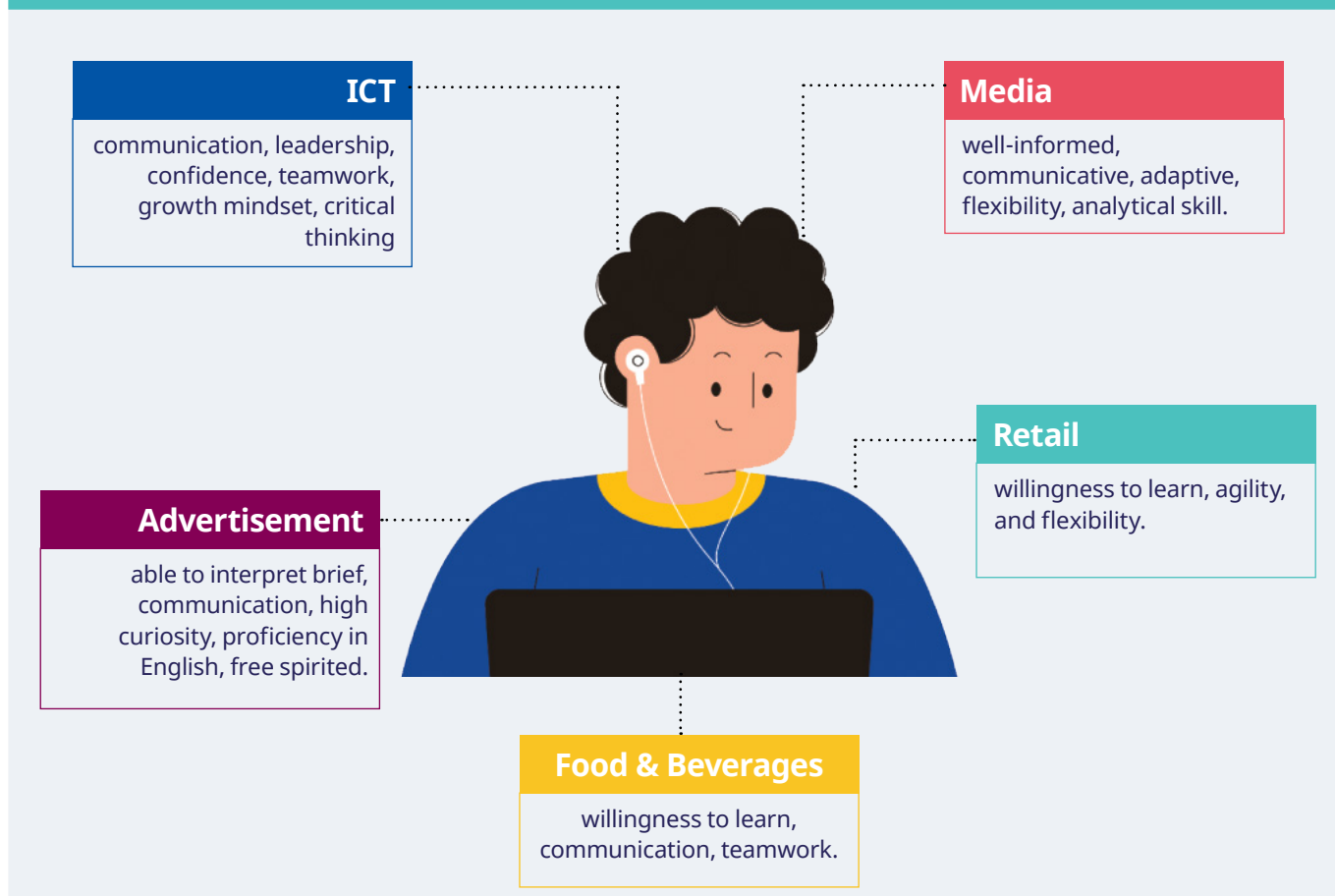


Social media management.



Point of Sale (POS) usage.

Soft skills required by each SME sector



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