



Analysis Of Variables Affecting Labor Absorption In Some Of The Convection Industry In Medan City

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ABSTRACT

Problems welfare of residents in the city of Medan is still a problem that has not been resolved. One reason is that labor problems. The high rate of labor force growth is not matched by the growth of economic sectors such as industry. Industry convection in Medan has good prospects for growth in the future, because the clothing product is a basic requirement. The development of the industry will increase production capacity so as to create employment opportunities. Employment convection industry can not be separated from the internal and external factors that influence. This study to analyze the variables that affect employment in convection industry using data analysis techniques Miles and Huberman. The data obtained in this study originated from interviews, observation, documentation and study of literature from the Central Statistics Agency of Medan, the Department of Industry and Trade of the city of Medan. Based on this research, the variables that affect employment over the differentiated internal variables and external variables. Internal variables that affect employment is a strategic plan, the estimated production and sales, and new ventures. While external variables are technological, geographical, economic and labor market.

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1. INTRODUCTION

The development process is often associated with the industrialization process. The process of industrialization and industrial development is considered as one of the efforts to overcome poverty and increase the prosperity of a country. Developing countries need industrialization so they can grow rapidly. Developing countries need to industrialize because it can improve people's welfare in the sense of wider employment and a better standard of living.

Indonesia's population is growing at a rate of 2.1% per year. Although this level of development is not high considering the large population, this population growth is in line with the provision of quite a lot of job opportunities. It is clear here that the issue of employment is very important and it is necessary to conduct an employment study.

In the Indonesian economy, employment is experiencing quite complex dynamics of problems. The root of these labor problems is due to the high rate of the labor force which is growing rapidly

and in large numbers. The large number of unabsorbed labor force in the industrial sector which is referred to as the leading sector, as well as in other sectors, leads to an imbalance between the rapid development of the labor force compared to the absorption of the workforce itself.

As a pillar of the people's economy, the existence of industry is the foundation for most of the workforce in Indonesia. This also happened in the city of Medan where the industrial sector contributed an important role in the absorption of labor in the city of Medan. However, the existing job opportunities are still unable to absorb the high rate of growth of the labor force in the city of Medan every year.

One of the economic sectors that absorbs a lot of labor is the industrial sector. In Medan City, the industrial sector plays a significant role in absorbing labor and at the same time contributing to Medan City's Gross Regional Domestic Product (GRDP).

One type of industry in the city of Medan is the convection industry. The convection industry has a great influence on the absorption of labor because this industry carries out business processes including the sewing process, designing images, screen printing to marketing which is able to absorb a fairly high number of workers. Based on the results of a pre-survey conducted by researchers at the Central Statistics Agency of Medan City, it was found that the absorption of labor in the convection industry sector is still not optimal.

2. RESEARCH METHOD

In this research, the type of research used is descriptive research with a qualitative approach. According to Juliandi (2013:14) descriptive research is research that aims to explain a variable independently.

Data analysis in qualitative research is carried out at the time of data collection, and after completion of data collection within a certain period. Miles and Huberman (1984) suggested that activities in qualitative data analysis were carried out interactively and continued continuously until they were completed, so that the data was saturated. Activities in data analysis, namely data reduction, data display, and conclusion drawing/verification.

3. RESULTS AND DISCUSSIONS

3.1 Condition of the Convection Industry in Medan City

Medan City is capital province North Sumatra, Indonesia. this city is the largest city outside the islandJava and the third largest metropolis in Indonesia after Jakarta and Surabaya. Medan city has an area of 26,510 hectares (265.10 km²) or 3.6% of the total area of North Sumatra. Thus, compared to other cities/regencies, Medan has a relatively small area with a relatively large population. Geographically, Medan is located at 3° 30' – 3° 43' North Latitude and 98° 35' - 98° 44' East Longitude. For this reason, the topography of the city of Medan tends to tilt to the north and is located at an altitude of 2.5 - 37.5 meters above sea level.

a. Convection Industry Profile

In this study, researchers examined the convection industry with a variety of products and different market shares in order to represent each convection industry in the city of Medan. The market development of the convection industry in Medan City is getting higher, considering that clothing is a primary need (clothing) in addition to food (food) and housing (boards). The need for this clothing absolutely must be fulfilled considering it is very necessary for a person's survival. In addition, the convection business has a very wide market share, trends and fashions are very dynamic and keep up with the times. To realize the high market consumption of clothing, it must be followed by plans to increase business capital, increase workforce, total production capacity, increase sales distribution, and improve marketing strategies.

b. Alfahmi Convection

Alfahmi Convection is one of the convection that produces various products according to consumer orders for large parties and for small parties. The products produced include: sportswear, shirts (community, institution, etc.), t-shirts, suits, blazers, bags, toga, hats, etc. This convection industry was founded in 2002, with only one sewing machine at that time. But now, Alfahmi Convection has succeeded in expanding its business, and already has 15 machines with a permanent workforce of 25 people.

c. Eugenia

Eugenia is a convection industry engaged in the production of apparel for the middle-upper economy class. Eugenia was founded in 2011. Although it is still relatively new, Eugenia already has a fairly wide market spread across several cities. Eugenia produces office clothes such as shirts, suits, blazers, pants for the upper middle class. Customers from Eugenia are dominated by companies, government officials, and other agencies such as schools, colleges, etc.

d. Medan Screen Printing

Sablon Medan is one of the convection that is developing in the city of Medan. This convection is located at Jalan Jamin Ginting No. 247, Medan (USU Campus Intersection). The goods produced by Sablon Medan include t-shirts, community shirts, bodies or companies. Currently Sablon Medan has received orders from various well-known companies, including: Pertamina, Bulog, Bank Indonesia, Bank Mandiri, Bank BRI, XL, Inalum, Mentos, Permata GBKP, HKBP, as well as from campuses and communities.

3.2 Informant Profile

In this study, researchers selected informants who were directly involved in the management and production process of the convection industry. The informants consist of two, namely the main informants and key informants.

Table 1. Informant Profile Table

Code	Informant Name	Convection Industry
I1	Rida Maulidha, S.Pd	Alfahmi Convection
I2	Dwi Kuarni	Alfahmi Convection
I3	Muhammad Suheil, A.Md	Eugenia
I4	Zainab Siregar	Eugenia
I5	Mahendra Tlapta Sitepu	Medan Screen Printing
I6	Andre Sinulingga	Medan Screen Printing

3.3 Field Findings Variables Affecting Labor Absorption

a. External Variables Affecting Technological Labor Absorption

Rapid technological advances today seem to shift the role of labor as a factor of production and affect the level of income of an industry. Every convection industry certainly uses technology to support the production process. This technology is able to increase the productivity of the convection industry. With this technology, the work is completed faster, is able to produce a larger number of goods, the quality of the results is better when compared to being done manually.

Each convection industry that is the object of this research has almost the same machines, namely: rubber machines, cutting machines, spit machines, chain machines, embroidery machines, and bus/t-shirt machines. Every worker is able to use the machine properly. However, the problem that is often faced by convection entrepreneurs is the lack of prudence of workers in using sewing machines, so that sewing machines often undergo repairs. Machine maintenance is very important so as not to add to the cost of repairing the machine if the machine is damaged.

b. Economy

Problems related to the economy can significantly affect the level of clothing sales. The economic conditions of a certain market will affect the high/low sales of convection products. In fact, according to I3, the current economic condition is sluggish. This resulted in the demand for

clothing from consumers also decreased. During the new administration of President Jokowi-JK, consumer demand for Eugenia (I3) convection has decreased from before. I3 stated that this was the result of the current sluggish market conditions. In contrast to I1 and I5, which said that the economic condition of their consumers experienced an increase in sales from before. This is because consumers from Alfahmi Convection are dominated by orders for sportswear from schools. I1 stated that there was an increase in sales from the usual order for clothes only in the new school year, but now, even though the new school term is over, the orders are still there. The fifth informant (I5) also acknowledged that the current market demand for the clothes they produce is increasing.

c. Politics and Government

The reason the researcher asks about politics and government is so that the researcher can find out whether the convection entrepreneur is experiencing threats in personnel management due to government regulations/policies. Policy issues in the field of employment such as salaries/wages, issues of Termination of Employment (PHK), number of hours worked, worker welfare, etc.

The researcher asks what kind of influence government regulations have on the labor system in the convection industry. The answer given by the informants is that government policies do not affect company policies in dealing with labor problems in the convection industry. Policies such as salaries, facilities, working hours and layoffs do not affect the management of the convection industry in terms of recruitment, motivation or dismissal of workers.

d. Demographics

The demographic situation of the population of Medan is quite diverse and the number is large, starting from the level of education, age, including the number of the existing workforce. The reason the researcher asks demographic factors is to find out whether demographic factors affect convection entrepreneurs in terms of worker recruitment.

When the researchers asked what kind of qualifications workers determined by the convection industry to employers. Employers' considerations in terms of recruiting workers are judged by the level of ability of prospective workers to use sewing machines and sewing skills such as cutting, drawing, etc.

The researcher also asked, if there are applicants who apply but do not have the skills, can the worker still be accepted for work? The consideration of informant I1 was to still accept the applicant, but he was not placed in a job that uses a sewing machine. Meanwhile, informant I3, said that he would not accept workers who did not have sewing skills. Meanwhile, I5 revealed that workers who do not have sewing skills can fill the company's design and customer service fields.

e. Geographical

One of the factors considered by the workforce before deciding to work in the convection industry is the geographical factor of the convection industry. Geographical factors are often used as one of the reasons workers choose to stay in a convection industry. If the environment around the workplace feels comfortable, then workers will feel more comfortable working there.

When the researchers asked the key informants (I1, I3 and I5) and key informants (I2, I4, and I6) the geographical conditions of the environment, all of the informants stated that the geographical conditions were safe from criminal disturbances, the location was easy to reach, and the working environment was comfortable. Therefore, every worker feels comfortable and at home while working in his convection industry. This comfortable environment also makes many workers reluctant to change their place of work to other convection industries.

The researcher also asked if the worker received an offer to work elsewhere with a higher salary, the worker stated that he was reluctant to move because he felt comfortable with his current convection industry. There are also workers (I4) who stated that they would think about it before moving to another convection industry, for example the convection industry managed by Chinese or Chinese.

Researchers also asked about the facilities provided to workers. Workers stated that the facilities they received were satisfactory. Facilities such as places of worship, room facilities, fans and air conditioners are good. This makes workers feel comfortable at work.

f. Socio-cultural

The researcher also asked whether the convection industry personnel management had socio-cultural considerations in recruiting convection workers. Socio-cultural conditions are an important consideration for personnel decision making. This condition relates to beliefs, values, attitudes, views and patterns or lifestyles that develop and are formed from the dynamics of culture, ecology, demographics, geography, religion, education and other ethnic factors.

The researcher asked whether convection entrepreneurs consider socio-cultural factors to recruit their workforce. The answer that the researcher got was that personnel management recruited workers based on the expertise of the workforce in doing the job. Cultural factors are not a special consideration for convection entrepreneurs. However, there is a convection entrepreneur (I1) who employs only Muslim workers. However, other social aspects have no influence at all.

3.4 Internal Variables Affecting Manpower Absorption Strategic Plan

The strategic plan includes business development, production level, cooperation with other parties that will have a positive influence on industrial progress. Every strategic plan requires deep calculation, high capital value and commitment to make it happen.

a. Budget

According to SP Siagian, it is easy to imagine that an increase in the budget will have a positive impact on the procurement and utilization of human resources. The opposite happens when the budget has to be reduced.

The researcher asked whether the convection industry made a special budget for the procurement of labor. The answer from each informant (I1, I3, I5) is no. The convection industry does not provide special funds to hold a special budget for labor. Even Alfahmi Convection said that it was not difficult to find the manpower he wanted.

b. Estimated Production and Sales

The ability of the convection industry to produce its products certainly does not escape also considering the capacity of human resources and machines that will be used. The convection industry needs to plan the number of workers needed to achieve the sales targets that have been set. Therefore, personnel management must be prepared to provide a number of workers that can support the achievement of the convection industry target.

c. New Business

The growth of new businesses, will be able to reduce unemployment. Opportunities to open new businesses are always open for entrepreneurs who want to develop the business they are managing. The formation of a new business can be done in stages and can also require quick handling. The establishment of the new business will require the procurement of new human resources as well. This will open up opportunities for employment in the convection industry.

4 CONCLUSION

Technological variables affect employment. The more machine technology used, the more labor required to operate the machine. Because the sewing machine is operated manually by workers. With the technology also affects the value of work productivity. Increasing labor productivity reduces production costs per unit of goods. With the decrease in production costs per unit, entrepreneurs can lower the selling price of goods, therefore public demand for these goods increases. The increase in demand for goods encourages an increase in production, and in turn increases the demand for labor.

Geographical variables affect the desire of workers to work in a convection industry. Even though workers get a higher salary offer financially, in general, workers are more attracted to the

convection industry that offers geographical location convenience such as distance, industrial environment, facilities and infrastructure that are easily accessible .

Economic variables also affect employment. The better the economic conditions, the public's demand for goods will also increase. Increased consumer demand, increasing the production value of the convection industry in the city of Medan. The increased production value will increase the demand for labor.

The labor market variable plays a role in providing skilled labor for the convection industry. The more workers available, the higher the industrial demand for labor. The strategic plan variable increases the absorption of labor. The higher the strategic plan value, the production value will also increase. The increase in the number of production values will increase the number of workers absorbed in the convection industry.

The budget variable is working capital for production. The larger the budget for the convection industry to produce its goods, the greater the absorption of labor.

The production and sales estimation variables are the expected level of production. The higher the number of goods produced, the higher the amount of labor demanded by the industry. New venture variable. The growth of new businesses will positively increase the growth of employment.

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