



## Is job fair still effective?

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### ABSTRACT

The research entitled "Job Fair Program: The Role and Influence on Recruitment Effectiveness of PT Usaha Saudara Mandiri, Tangerang, Banten" is a research on the recruitment system through the job fair conducted by PT Usaha Saudara Mandiri. Researchers carried out an internship program in the HRD-GA division of PT Usaha Saudara Mandiri and found that recruitment went through job fair get more candidates so researchers want to know how the effectiveness of this company's recruitment through the job fair program. The research method used is a qualitative method with data collection methods in the form of interviews, observation, and documentation. The method of testing the data is by reducing data, presenting data, triangulation, and drawing conclusions. The results of this study prove that there are four main aspects that make the number of applicants exceed the specified target and show the very effective recruitment of PT Usaha Saudara Mandiri through the job fair.

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## INTRODUCTION

Currently humans are not a tool for the company but as an asset. Assets are important for the company so they need to be managed properly. Human resource management is very important in achieving company goals. To be able to survive in the era of globalization to make the economy more advanced, companies can compete with the advantages they have.

Human resource planning activity is a projection of how the company's plans require and utilize human resources by considering internal and external factors. Activities that include the principal of human resource management, namely recruitment. Recruitment is the process of attracting qualified applicants to work in a company. Recruitment is a series of activities designed to attract a pool of qualified job applicants to an organization (John R. Schermerhorn Jr., 2020). According to Amirul Mukminin (2019, p. 159) the term recruitment is an effort made by companies to find and influence candidates to be interested in applying for work at a company. Human resource recruitment is a withdrawal process to obtain efficient and effective employees to help achieve company goals (Apriyanti, 2021). Muhammad Arif (2018, p. 43) identified that the main goal to be achieved from recruitment is to provide the organization with a group of applicants who match the qualifications. According to Reni Hindriari (2018, p. 34) basically recruitment is an attempt to fill vacant positions or jobs within an organization or company.

Technological developments are currently being felt in human resource management, namely the use of the internet in the recruitment process. This can be seen from the many job advertisements that no longer use physical posters pasted on information boards but instead use job vacancies websites. Given the large number of companies that use online media in their search for new employees, it can be concluded that recruitment via the internet is a method that is relatively cheaper and more accessible because organizations can find the right candidates efficiently and effectively. It is the same with the recruitment system carried out by PT Usaha Saudara Mandiri. This company uses job vacancy sites, namely JobStreet, LinkedIn, SiapKerja, and Indeed. Apart from going online, PT Usaha Saudara Mandiri also uses an offline system, namely by participating in the job fair program.

According to Ering (2019, p. 76) job fair is one of the means used by the government in meeting the needs of its citizens related to job search which of course aims to absorb labor and reduce unemployment. Ilana Stonebreaker (2019, p. 358) explained that jobfair is an activity where the industry sends recruiters to showcase the abilities of their industry employees. For Julistiono (2019, p. 179) Implementation jobfair it has been tried by most universities in Indonesia and even by private industries, both those registered as the Special Job Exchange at the Manpower Office or those that have not been registered. Job fair aims to bring together job seekers and job providers, where there are job opportunities opened by companies and then job seekers can choose what position and what company is in accordance with their talent interests (Anggraini & Tukiman, 2022).

Recruitment with jobfair is very related because recruitment in companies is used to find workers or employees who match the needs of the company. Sources of recruitment of prospective employees can come from within or outside the company. One source of recruitment from outside the company namely jobfair. According to Faroman Syarief (2022, p. 106) this program is the most attractive approach currently in the recruitment process. Last year's research by Juventia (2022) shows that the implementation of job fairs is still not effective because they have not succeeded in achieving targets, time is used inefficiently, and there is an imbalance between job seekers and available vacancies, while the research by Zulkifli (2022, p. 60) stated that an increase in the number of labor absorptions from 2017 to 2020 shows a performance effectiveness job fair which was held namely the Special Job Fair SMK SMTI Banda Aceh. Subsequent research by Novitasari (2022) states that the program implementation job fair in Sidoarjo Regency has been running quite effectively.

Previous research has shown that there is a discrepancy between research results related to the effectiveness of the job fair program. Therefore this study aims to determine the effectiveness of the job fair program for PT Usaha Saudara Mandiri recruitment and what are the aspects that make the company's recruitment effective through the job fair program. The expected implications of this research are that it can become a reference for PT Usaha Saudara Mandiri in choosing recruitment sources and can further analyze what roles and influences job fairs have on recruitment effectiveness at PT Usaha Saudara Mandiri, so this theory can be developed and used for research in future. Job fair program indeed sacrifices more costs, effort, and time compared to using a job vacancy site. But which program is more effective in the recruitment process of PT Usaha Saudara Mandiri? This research will answer that question.

## RESEARCH METHOD

The approach applied in this research is a qualitative approach. Qualitative research is research that tries to understand phenomena in a natural context based on a post-positivism paradigm that does not attempt to manipulate the observed phenomena (Helaluddin, 2019). Qualitative research, if understood briefly, will depart from data which will then be analyzed using a theory and will produce a theory again (Prayogi, 2021). Data collection techniques used are interviews, observation, and documentation. Researchers used data analysis techniques with Open Coding, Axial Coding, and Selective Coding. The technique used to test the validity of the data is triangulation. Qualitative data sources collected by the author in this study are:

### Primary Data

Primary data is the main data that is used as a reference in a study and is data that is processed in a study (Prathivi, 2020). Primary data or basic data, namely data obtained from observation or directly from people who are designated as informants during interviews, in the form of opinions, perceptions, and assumptions about various factors that are directly related to this research, namely data regarding recruitment through the job fair program. Primary data sources in this study came from observations, documentation, and from interviews with Supervisor HRD-GA, and employees at PT Usaha Saudara Mandiri who joined through the job fair program.

### Secondary Data

Secondary data is data obtained from library materials or can also be called library materials (Warong, 2020). Secondary data or supporting data, namely data obtained indirectly by citing data from books, journals, company archive documents, and reports related to the author's research title. Secondary data sources in this study were obtained from national books, international books, national journals, and international journals for the last five years, as well as the 2016 minister of manpower regulations governing job fairs in Indonesia.

## RESULTS AND DISCUSSIONS

### Observation and Documentation

Observation in a simple way can be interpreted as an observation of an object or subject matter (Pujiyanto, 2021). Documentation is the collection of findings in a document, whether based on non-images, images from a non-electronic or electronic device (Kusbianto, 2019).

### Collection Data

Data collection techniques to obtain the information needed for this research came from field studies in the form of interviews, observation, and documentation. Researchers conducted interviews with various informants in order to obtain more accurate data. Sources who have been interviewed by researchers are Supervisor HRD-GA as the key informant, then two employees at PT Usaha Saudara Mandiri as supporting informants. Furthermore, the author made observations by focusing on directly observing an event, problem, and a job in the HRD-GA division of PT Usaha Saudara Mandiri. Then the authors conducted documentation in this study aiming to obtain information related to data on various matters regarding how the process of planning, implementing, and evaluating the recruitment process of PT Usaha Saudara Mandiri through job fairs. In the data collection stage, the data collected from observation and documentation of PT Usaha Saudara Mandiri are as follows:

**Table 1.** Number of applicants through the job fair program in 2022  
(Source: PT Usaha Saudara Mandiri Archive)

No	Job Fair Program	Job Fair Location	Target Candidates Applying	Number of Candidates Applying
1	Virtual Job Fair Kota Tangerang 2022	Online	5 People	8 People
2	Virtual Job Fair Edisi HUT RI Ke-77	Online	20 People	21 People
3	Job Fair Nasional 2022	Jakarta Convention Center	50 People	97 People
4	Jakarta Job Fair 2022	Gajah Mada Plaza	50 People	98 People

### Reduction Data

Data that has been collected through observation and documentation will then be reduced. Data reduction is a form of purifying analysis. Classifying and sharpening unnecessary data. In this

case, the researcher calculated the effectiveness of the four job fair programs attended by PT Usaha Saudara Mandiri. The effectiveness criteria of the recruitment of PT Usaha Saudara Mandiri through the program Job Fair calculated by this formula:

$$\text{Effectiveness} = \frac{\text{Number of Candidates Applying}}{\text{Target Candidates Applying}} \times 100\% \quad (1)$$

Based on the table of the number of applicants above, it can be seen that recruitment through the job fair program produces the following levels of effectiveness:

$$\text{Effectiveness Virtual Job Fair Kota Tangerang 2022} = \frac{8}{5} \times 100\% = 160\% \quad (2)$$

The percentage of effectiveness in the Virtual Job Fair Kota Tangerang 2022 is 160%.

$$\text{Effectiveness Virtual Job Fair Edisi HUT RI Ke - 77} = \frac{21}{20} \times 100\% = 105\% \quad (3)$$

The percentage of effectiveness in the Virtual Job Fair Edisi HUT RI Ke - 77 is 105%.

$$\text{Effectiveness Job Fair Nasional 2022} = \frac{97}{50} \times 100\% = 194\% \quad (4)$$

The percentage of effectiveness in the Job Fair Nasional is 194%.

$$\text{Efektivitas Jakarta Job Fair 2022} = \frac{98}{50} \times 100\% = 196\% \quad (5)$$

The percentage of effectiveness in the Jakarta Job Fair is 196%.

### Presentation Data

Observation data and documentation that have been successfully reduced are then presented so that they will produce conclusions that can make it easier for researchers to move to the next stage. In qualitative research, data presentation can be done in the form of brief descriptions, charts, tables, flowcharts, and the like. In this case, the researcher presents the data in tabular form. Recruitment effectiveness refers to:

**Table 2.** Effectiveness criteria according to the litbang depdagri reference  
(Source: Litbang Depdagri)

Effectiveness Level Ratio	Effectiveness Criteria
> 80%	Very effective
60% - 79,99%	Effective
40% - 59,99%	Ineffective
< 40%	Very Ineffective

**Table 3.** Percentage of recruitment effectiveness through the job fair program  
(Source: Data Processed, 2023)

No	Job Fair Program	Target Candidates Applying	Number of Candidates Applying	Effectiveness Percentage
1	Virtual Job Fair Kota Tangerang 2022	5 People	8 People	160%

2	Virtual Job Fair Edisi HUT RI Ke-77	20 People	21 People	105%
3	Job Fair Nasional 2022	50 People	97 People	194%
4	Jakarta Job Fair 2022	50 People	98 People	196%

Based on the calculation of the effectiveness analysis of recruitment through the job fair program and referring to the Litbang Depdagri, the effectiveness of the recruitment of PT Usaha Saudara Mandiri through the job fair program show criteria:

**Table 4.** Recruitment effectiveness criteria through the job fair program  
(Source: Data Processed, 2023)

No	Job Fair Program	Effectiveness Percentage	Criteria
1	Virtual Job Fair Kota Tangerang 2022	160%	Very effective
2	Virtual Job Fair Edisi HUT RI Ke-77	105%	Very effective
3	Job Fair Nasional 2022	194%	Very effective
4	Jakarta Job Fair 2022	196%	Very effective

### Interview

An interview is a meeting between two or more people face to face in order to achieve a certain goal (Faroman Syarief, Andrie Kurniawan, Zandra Dwanita Widodo et al., 2022)

### Open Coding

Qualitative research analysis in data collection was carried out using Open Coding technique. Open Coding is the first level of coding where the researcher identifies different concepts and themes for categorization aimed at expressing data and phenomena in conceptual form. In Open Coding this process is called the concept indicator model which uses indicator comparisons and focuses on regularly comparing textual material (Williams & Moser, 2019). The data collected from the main and supporting informants within the scope of the ranks of PT Usaha Saudara Mandiri are as follows:

**Table 5.** Table of collection data with open coding technique  
(Source: Data Processed, 2023)

No	Interview Data Collection (Keywords)	Keyword Mentioned	Presentase
1	Job descriptions are clear and complete	1	3%
2	Focus on getting the candidate interested	1	3%
3	Vacancies according to interests and talents	3	10%
4	Recruitment procedure/flow is clear and structured	4	13%
5	The facilities provided are satisfy	1	3%
6	There is a question and answer facility directly with the candidate	1	3%
7	There is a question and answer facility directly with the recruiter	4	13%
8	Scheduled follow up	1	3%
9	Fast follow up	7	23%
10	Participate in Job Fair Routinly	1	3%
11	10 years participate in the Job Fair	1	3%
12	Recruitment via Job Fair is more effective	2	6%
13	It's easy to get a lot of candidates from Job Fair	1	3%
14	The number of candidates from Job Fair facilitate the recruitment process	1	3%
15	Same effective between applying through the website and Job Fair	1	3%
16	Job Fair more quickly find candidates to fill vacant positions	1	3%
	TOTAL	31	100%

### Axial Coding

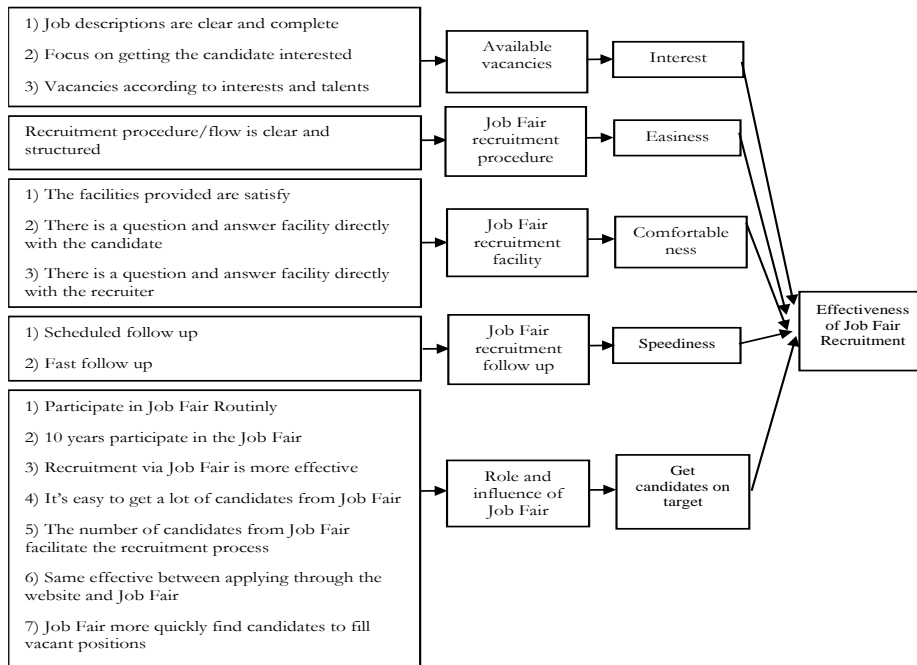
Based on the Open Coding table above we can categorize the indicators of the same concept as the Axial Coding technique. This technique is a second level of coding that focuses on identifying emerging themes, Axial Coding further refining, harmonizing, and categorizing themes that aim for the collected data to be filtered, perfected, and categorized in the framework of Selective Coding preparation (Williams & Moser, 2019). Data reduction data with Axial Coding through the results of data collection from key informants and supporting informants within the scope of the ranks of PT Usaha Saudara Mandiri are as follows:

**Table 6.** Table of reduction data with axial coding technique  
(Source: Data Processed, 2023)

Thematization	Categorization	Keywords	Keyword Mentioned
Interest	Available vacancies	Job descriptions are clear and complete	1
		Focus on getting the candidate interested	1
		Vacancies according to interests and talents	3
Easiness	Job Fair recruitment procedure	Recruitment procedure/flow is clear and structured	4
Comfortableness	Job Fair recruitment facility	The facilities provided are satisfy	1
		There is a question and answer facility directly with the candidate	1
Speediness	Job Fair recruitment follow up	There is a question and answer facility directly with the recruiter	4
		Scheduled follow up	1
		Fast follow up	7
		Participate in Job Fair Routinly	1
Get candidates on target Interest	Role and influence of Job Fair	10 years participate in the Job Fair	1
		Recruitment via Job Fair is more effective	2
		It's easy to get a lot of candidates from Job Fair	1
		The number of candidates from Job Fair facilitate the recruitment process	1
		Same effective between applying through the website and Job Fair	1
		Job Fair more quickly find candidates to fill vacant positions	1

### Selective Coding

Based on the Axial Coding table above we can group the main findings to be related to research with Selective Coding technique. This technique is a third-level coding that allows the researcher to select and integrate categories of organized data from Axial Coding by creating meaning through presenting data to make accurate conclusions (Williams & Moser, 2019). Presentation of data with Selective Coding through the results of data reduction from key informants and supporting informants within the scope of the ranks of PT Usaha Saudara Mandiri are as follows:

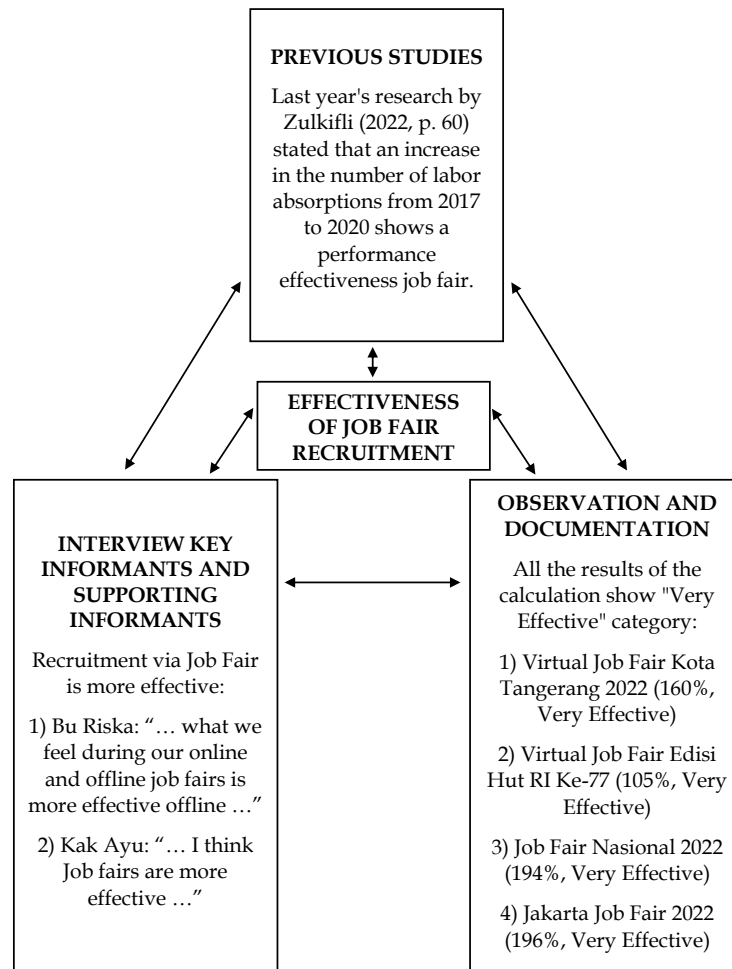


(Source: Data Processed, 2023)

Figure 1. Diagram of presentation data with selective coding technique

### Triangulation Data

Triangulation is the process of checking the validity of data by utilizing something outside the data to ensure and to compare data. The essence of triangulation is a multi-method approach carried out by a researcher when the researcher collects and analyzes data (Alfansyur & Mariyani, 2020). According to Jailani (2020) triangulation means the best way to compare the findings of researchers with various sources, methods or theories. Triangulation in testing the validity of data can be said to be checking data from various sources in various ways, and at various times.



(Source: Data Processed, 2023)

**Figure 2.** Diagram of validity data using the triangulation technique

## Discussion

Last year's research by Juventia (2022) shows that the implementation of job fairs is still not effective because they have not succeeded in achieving targets, in contrast to the results of the calculation of the effectiveness analysis data from observation and documentation show the category "Very Effective" in the recruitment of PT Usaha Saudara Mandiri through 4 Job fair program which this company is joining in 2022 due to the large number of candidates applying through the Job Fair program exceeds the specified target so that the calculation of the level of effectiveness produces a percentage above 100%.

The results of the analysis of interview data through Open Coding, Axial Coding, and Selective Coding technique shows the existence of four aspects, namely interest, easiness, comfortableness, and speediness.

Last year's research by Juventia (2022) shows that the implementation of job fairs is still not effective because there is an imbalance between job seekers and available vacancies, in contrast to aspects of interest are identified from recruiters that focus on making candidates interested in applying and available vacancies according to the candidate's interests and talents. By preparing booth job fair with company profiles that are easy to accept and job vacancies that are clear, complete,

and easy to understand. Booth job fair decorated in such a way, one of them with a company profile as branding, applicants will be interested. It is said that if employer branding increases, it will also affect the increasing interest of job applicants (Ekhsan & Fitri, 2021). Educational background and experience are two things that cause applicants' interest in job vacancies. There are many things that cause applicants to be interested, including the type of work, salary earned, career, and status (Siti Fatimah, Aini Kusniawati, 2021).

Aspects of easiness are identified from clear and structured recruitment procedures/flows. Recruiters do focus on creating recruitment procedures/flows to make it easier for applicants and recruiters themselves to process incoming job applications. The successful creation of easy recruitment procedures/flows can be seen from the data on the number of applicants who sent their application files and can be seen from the results of recruitment (Nurhayati & Nurzannah, 2022).

The comfortableness aspect is identified from the satisfied Job Fair recruitment facilities. For example, questions and answers between candidates and recruiters to create comfort during job fair going on. The existence of a question and answer facility is also one of the important aspects that builds a sense of comfort so that there is closeness between recruiters and applicants at the job fair. This is also felt by applicants as one of the differences or job fair advantages compared to applying through a site or online. Applicants can ask the recruiter directly about the company profile, what the scope of work will be like, and so on. Because that's the definition is a meeting place for recruiters and applicants directly which is held in one of the places provided by the organizers, both government and private (Novitasari & Hertati, 2022).

Last year's research by Juventia (2022) shows that the implementation of job fairs is still not effective because time is used inefficiently, in contrast to the speediness aspect was identified from the Job Fair recruitment scheduled and fast follow-up which has been scheduled by the recruiter so that incoming applications will be processed as soon as possible after the job fair is finished. Because the follow-up has been scheduled, from the applicant's point of view, the job fair recruitment process is fast. Fast follow up be considered by applicants because there are many companies that pay little attention to this, so they do not immediately follow up on applicants (Siregar et al., 2022). All of these aspects were mentioned by key informants and supporting informants who had been identified through keywords. These four aspects prove the effectiveness of the recruitment of PT Usaha Saudara Mandiri through the Job Fair program.

The results of the analysis of the validity of the data through the triangulation technique by comparing previous studies, interviews with informants, observations and documentation show the strength of interpretation and increased validity of the data regarding the effectiveness of the recruitment of PT Usaha Saudara Mandiri through the Job Fair.

## CONCLUSION

Based on research results, we can conclude that this research has proven the effectiveness of PT Usaha Saudara Mandiri's recruitment through the job fair program based on data obtained from the observation and documentation of the HRD-GA division. This is due to the large number of candidates applying according to the expected target, so that the calculation of the level of effectiveness produces a percentage above 100% which indicates the "very effective" category. Researchers have explored four main aspects driving the effectiveness of PT Usaha Saudara Mandiri's recruitment through the job fair program based on data obtained from interviews with key informants and supporting informants using Open Coding, Axial Coding, and Selective Coding techniques. This study found that there were four main aspects in the recruitment effectiveness of PT Usaha Saudara Mandiri, namely the aspect of interest, the aspect of easiness, the aspect of comfortableness, and the aspect of speediness. Researchers have also tested the strength of the validity of the data by using a triangulation technique that compared previous studies, interviews with informants, observation and documentation. These findings will complement each other in order to build conceptual understanding regarding how job fairs can play a role and influence the

recruitment effectiveness of PT Usaha Saudara Mandiri. The expected long term implications and contributions of this research are that four main aspects of this research can be studied more deeply so that they can become a reference for other companies in choosing recruitment sources and can analyze what the role and influence of job fairs are on recruitment effectiveness in other companies, thus this theory can be developed and used for future research. Based on the data collected in the field, what the researchers can recommend for the PT Usaha Saudara Mandiri recruitment system through the job fair program is to maintain the current recruitment system so that it remains effective, namely maintaining complete quality and clear descriptions of available vacancies, paying attention to clarity and structured recruitment flow, maintain satisfy facilities, and keep trying to follow up on incoming applications. Researchers hope that the recruitment effectiveness of PT Usaha Saudara Mandiri can continue to increase from year to year.

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