

The Level of Public Information Acceptance on the National Priority Program to Improve Indonesian Workers Skills

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ABSTRACT

There has been no optimization of natural resources, human resources, science, and technology to sustainably improve people's welfare. To address this, the Indonesian government has set 5 (five) national priority programs on Economic Value Added and Field Creation. One of them is by accelerating the improvement of workforce skills. In carrying out this, the government has also increased cooperation with the business world, strengthening education delivery, increasing entrepreneurial skills, vocational training, and strengthening competency certification systems carried out by several ministries including the Ministry of Communication and Information. This study determined how much public information acceptance is related to the government program to accelerate workforce skills. The research method was carried out by conducting surveys and literature studies. The survey was implemented by distributing questionnaires to the community through a proportional sampling method. Questionnaires were also distributed to communities in 25 provinces by first randomly selecting provinces—determining the number of respondents in each province by considering the selected Provincial Capital City population. The results obtained that the people who receive the information about the government program to accelerate the improvement of workforce skills in Indonesia totaled 69,255. It falls within the scope of the medium category. As a recommendation for improvement, the national public communication system disseminates intensively information on the programs to accelerate the improvement of the skills of workers in the regions.

Keywords: public acceptance, information, workforce, national priority program