Kartu Prakerja Program Management Report 2020
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>01</td>
</tr>
<tr>
<td>Foreword</td>
<td>04</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>06</td>
</tr>
<tr>
<td>Indonesian Labor Force and Unemployment</td>
<td>10</td>
</tr>
<tr>
<td>Building Resilience Rapidly and at Scale</td>
<td>12</td>
</tr>
<tr>
<td>Kartu Prakerja for Advanced Indonesia</td>
<td>14</td>
</tr>
<tr>
<td>Employment Challenges in Indonesia</td>
<td>16</td>
</tr>
<tr>
<td>Kartu Prakerja as a Solution</td>
<td>19</td>
</tr>
<tr>
<td>Kartu Prakerja Enhances and Complements</td>
<td>20</td>
</tr>
<tr>
<td>Existing Training Programs</td>
<td></td>
</tr>
<tr>
<td>Kartu Prakerja Program Institution</td>
<td>22</td>
</tr>
<tr>
<td>Organizational Structure</td>
<td>23</td>
</tr>
<tr>
<td>About Kartu Prakerja</td>
<td>24</td>
</tr>
<tr>
<td>Indonesian Labor Market: Locations, Sectors, and Skills in Demand</td>
<td>26</td>
</tr>
<tr>
<td>Effects of the Pandemic on Employment</td>
<td>28</td>
</tr>
</tbody>
</table>
Foreword

This is the story of Indonesia’s Kartu Prakerja Program, a skills training program and also government’s social protection scheme for people whose livelihoods are impacted by the COVID-19 pandemic. In this report, we present the program’s successful journey over nine months in 2020, as captured in National Labor Force Survey.

It all began on February 24, 2019 when President Joko Widodo presented his idea for Kartu Prakerja Program to increase the competency, productivity, and competitiveness of Indonesia’s labor force, while promoting entrepreneurship.

Complementing the mosaic of programs aimed at improving the quality of Indonesia’s human capital, Kartu Prakerja was made available to all eligible applicants. This program is intended to address the skills gap that is a challenge not only for job seekers, but also for those who are currently employed, employers, as well as business owners and entrepreneurs.

The emergence of COVID-19 pandemic prior to the program launching transformed the nature of Kartu Prakerja into a semi social assistance program. The Program was given additional mission, namely to maintain the purchasing power of those who have been affected by pandemic but not covered by existing social protection schemes.

The additional mandate, new regulation, new institution and an accelerated implementation required us to work smart to meet the high public expectations about the program.

So we innovated and devised new ways of working. Cloud technology and the best programming were deployed to break through barriers quickly, accurately, and transparently that program could be delivered at scale while enhancing Indonesian digital literacy, a requirement in this 4.0 era.

In total, 5.5 million people were selected as Kartu Prakerja beneficiaries from 514 regencies and cities nationwide in 2020. They included women, people with disabilities, people from disadvantaged regions, people with primary school or lower education, the elderly, and former Indonesian migrant workers.

We thank Minister Airlangga Hartarto, the Coordinating Minister for Economic Affairs of the Republic of Indonesia, as Chairman of the Job Creation Committee, all ministers and officials members of the committee, the Kartu Prakerja Program Implementation Team, and everyone who extended their support for Kartu Prakerja Program.

We are aware that there is still much to improve upon and many challenges lie ahead, and we strive to overcome them all in the year ahead. Kartu Prakerja Program Management is ready to work hand-in-hand with all of you to answer the call of the nation. May Indonesia advance. May its people progress.

Jakarta, January 2021

Denni Puspa Purbasari
Executive Director
Kartu Prakerja
Program Management Office
Executive Summary

1. Indonesia has been enjoying a demographic bonus projected to peak in 2030. Unfortunately, its labor productivity remains low. Circa 90 percent of Indonesia’s labor force has never benefited from any certified trainings. (BPS, 2019)

2. Overall, sales, marketing, general/financial administrative jobs have been the most in demand, followed by IT and production/manufacturing jobs. Regardless of the profession and its industry, workers are demanded to acquire hard skills, soft skills and critical thinking ability.

3. Kartu Prakerja Program was launched to narrow the skills gap of Indonesia’s labor force. It complements existing training programs by directly allocating financial assistance for training to the beneficiaries and by providing incentives when beneficiaries have completed their trainings.

4. Under Presidential Decree Number 36 of 2020, and further stipulated in Regulation of the Coordinating Minister for Economic Affairs Number 3 of 2020 and Minister of Finance Number 25 of 2020, registration for Kartu Prakerja Program opened on April 11, 2020.

5. During the COVID-19 pandemic, post-training incentive amounts were increased to help maintaining public purchasing power. The program has evolved to become a part of the social protection program without diminishing its original purpose to provide job skills and promote entrepreneurship. The program became semi-social assistance in nature, and regulations were adapted to that end.

6. Kartu Prakerja Program is available to all Indonesian citizens over 18 years of age and not currently enrolled in any formal education. Workers, entrepreneurs, job seekers, laid off workers, or highschool graduates may enroll in Kartu Prakerja Program. In ensuring an equitable distribution, beneficiaries of other social assistance programs are not eligible for this program.

7. Kartu Prakerja Program Management has built a collaborative ecosystem by partnering with various ministries and government agencies, as well as private entities using a new partnership scheme.

8. A total of 150 training providers have offered 1,701 courses via 7 (seven) digital platforms. Each course in the ecosystem has been assessed by an independent team of experts. The quality and implementation of trainings have been further monitored and evaluated by another independent team of experts.

9. Kartu Prakerja Program has ever since empowered the beneficiaries to choose courses, providers, digital platforms, their bank accounts and e-wallets. Not only wide choices, the beneficiaries also can channel their voices to review and rate the trainings they enrolled in.

10. Kartu Prakerja Program Management Office also has adopted an end-to-end digital approach to accelerate this public service and applying it at scale with no intermediaries. The Program Management Office also has adopted a customer-centric mindset to remain responsive at beneficiaries’ needs in ensuring the program to remain relevant and well-received.
11. Throughout 2020, as many as 43.8 million people have registered and 5.5 million were selected as beneficiaries of the Kartu Prakerja Program. The majority of beneficiaries were unemployed, young, relatively educated, but have not benefited from any skills trainings previously, confirming the results of Statistics Indonesia (BPS) survey on the profile of Indonesia’s unemployed.

12. Without privileging certain groups, Kartu Prakerja Program has proven to be inclusive, reaching out to women, people with disabilities, former/prospective migrant workers, primary school graduates or lower, and people from disadvantaged regions.

13. As shown by BPS’ August 2020 National Labor Force Survey, Kartu Prakerja Program has successfully fulfilled its dual mission as a semi-social assistance program: as many as 88.9 percent of beneficiaries reported their skills have improved, and 81.2 percent used the incentives for their daily necessities.

14. Kartu Prakerja Program has accelerated financial inclusion by opening access to 25 percent of beneficiaries who have not previously had bank accounts or e-wallets. There are 5 (five) financial service partners in the Kartu Prakerja ecosystem.

15. Kartu Prakerja Program has also fostered entrepreneurship through incentives that participants used to start a business and to enroll in the many entrepreneurship courses available in the ecosystem, such as how to start a business, accounting, creating products, marketing, sales and how to establish a business legal entity.

16. Most importantly, Kartu Prakerja Program has made beneficiaries aware that through determination, one can acquire knowledge and skills unbound by space and time, with no physical presence of instructors.

17. This program also spurs a new learning habit that is needed in this Industry 4.0 era, namely through independent online learning. In other words, Kartu Prakerja Program partakes in the digital transformation process by expanding digital literacy among the people.

Kartu Prakerja Program

BPS Survey: 88.92 Percent of Prakerja Participants Successfully Improved Skills

Aftech Claims Kartu Prakerja Program Accelerates Financial Inclusion

CSIS Finds Kartu Prakerja Effective in Addressing Challenges of Future Employment

Digitalization of Kartu Prakerja Program is Seen to Reduce Corrupt Practices

Vice President: Kartu Prakerja to Develop Workers’ Potential

A Security Guard’s Journey to Becoming a Supervisor Thanks to Participation in Prakerja Program

Pandemic Affects Vulnerable Groups, TNP2K Says Kartu Prakerja is the Most Relevant Solution

Deputy Finance Minister: Kartu Prakerja Program is a Success, Budget Will be Increased to IDR 20 Trillion

Pandemic Created High Unemployment, Labor Union President Says Kartu Prakerja is a Solution
### Indonesia's Labor Force and Unemployment

#### Labor Force Profile 2019

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Indonesian labor force</td>
<td>135 million</td>
</tr>
<tr>
<td>Never had certified training</td>
<td>90%</td>
</tr>
</tbody>
</table>

#### Unemployed Profile 2019

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesians are unemployed</td>
<td>7 million</td>
</tr>
<tr>
<td>Unemployed and never had certified training</td>
<td>91%</td>
</tr>
<tr>
<td>New entrants to the labor force per year</td>
<td>± 2.5 million</td>
</tr>
</tbody>
</table>

Source: Statistics Indonesia (BPS)

Every year, two million high school and vocational school graduates enter the labor market.
Strengthening Resilience Rapidly and at Scale

During the pandemic, the government is required to act fast in providing services at scale.

In November 2020, McKinsey & Company released its “Rethinking Resilience: Ten Priorities for Governments” Report, which outlined ten priorities to build resilience for societies, governments, and public services in times of a pandemic that have long-term impacts.

Governments can build resilience by focusing on 10 priority steps for transformation

More resilient societies
1. Hone virus control and reimagine healthcare
2. Unleash a learning revolution
3. Shape resilient trade and supply chains
4. Distribute effective stimulus measures

Building government resilience
5. Digitally transforming public services
6. Manage sovereign balance sheets with an investor mindset
7. Institutionalize best-practice crisis response to prepare for the next crisis
8. Make faster, better decisions using data and analytics
9. Cultivate smarter, more productive ways for public servants to work
10. Foster new forms of partnership with the private sector

Since its launch in April 2020, Kartu Prakerja Program has taken five of these 10 steps in line with its role. This means that the Indonesian Government is on the right track.
Indonesia has been enjoying a demographic bonus projected to peak in 2030. Afterwards, its non-productive population will surpass its productive age (15 - 64 years old) population.

Besides the lack of employment opportunities, the main challenge for the Indonesian employment sector has been low productivity and it has been caused, among others, by a sizable skills gap.

BPS data shows that 90 percent of Indonesia’s labor force has never had any certified training. Kartu Prakerja Program aims to address this gap.
Employment Challenges in Indonesia

Low productivity due to skills gap is a major challenge. Unfortunately, improving skills through training is not a priority for both workers and companies.

Indonesian labor productivity ranked fifth out of 10 countries in ASEAN

<table>
<thead>
<tr>
<th>Labor productivity</th>
<th>in thousands of US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Brunei Darussalam</td>
<td>159</td>
</tr>
<tr>
<td>2. Singapore</td>
<td>151</td>
</tr>
<tr>
<td>3. Malaysia</td>
<td>61</td>
</tr>
<tr>
<td>4. Thailand</td>
<td>31</td>
</tr>
<tr>
<td>5. Indonesia</td>
<td>25</td>
</tr>
<tr>
<td>6. Philippines</td>
<td>20</td>
</tr>
<tr>
<td>7. Myanmar</td>
<td>14</td>
</tr>
<tr>
<td>8. Laos</td>
<td>13</td>
</tr>
<tr>
<td>9. Vietnam</td>
<td>12</td>
</tr>
<tr>
<td>10. Cambodia</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: International Labor Organization, 2019

— Workers
Workers place education and training as their last priority (rank 10 out of 10)
(World Bank, 2018)

— Companies
Companies do not place education and training as their top priority (rank 6 out of 10)
(World Bank, 2018)

78% of firms find it difficult to get managerial level employees
(World Bank, 2018)

Only 7.7% of firms set aside their budget for education and training
(Indonesian Employers’ Association/APINDO, 2019)
"We will launch Kartu Prakerja to provide vocational training services, improve or provide training for those seeking work, currently employed, and looking to change jobs. We are aiming for two million people by 2020."

Joko Widodo
President of the Republic of Indonesia
Sentul International Convention Center
February 24, 2019
Many programs have been implemented to improve the quality of Indonesian human capital: academic education, vocational schools, super tax deductions, vocational training, including those currently organized by nine ministries and agencies.

Kartu Prakerja is introduced to increase people’s access to training.
The Job Creation Committee (Komite Cipta Kerja, KCK) comprises 14 ministers, and has an institutional leadership that includes a chairperson, deputy chairperson, assisted by a secretary. Consisting of Echelon 1 ministry/agency officials in KCK membership, it supports KCK in developing a general policy strategy and sets policy directions. In charge of providing technical and administrative support for the execution of KCK tasks, the Committee Secretariat is under the Coordinating Ministry for Economic Affairs and answers to the KCK Chairperson. Under the Coordinating Ministry for Economic Affairs and answers to the KCK Chairperson, the Program Management Office is in charge of implementing the program based on policies set by KCK.
About Kartu Prakerja

Based on Presidential Regulation 76/2020, the objectives of the Kartu Prakerja Program are:

1. Develop labor force competence
2. Increase labor force productivity and competitiveness
3. Develop entrepreneurship

Online and offline registration
- Offline registration is done whenever telecommunication infrastructure is limited and with central discretion
- Online only during the pandemic

Online and offline trainings
- Online training

Total benefit amount IDR 3.55 million
- Training Assistance of IDR 1 million
- Total Post-Training Incentive of IDR 2.4 million (@ IDR 600,000 x 4 months)
- Total Post-Survey Incentive of IDR 150,000 (@ IDR 50,000 x 3 surveys)

Kartu Prakerja Beneficiary Criteria
- Indonesian Citizen
- At least 18 years old
- Not currently enrolled in any formal education
- Job seekers, laid off workers
- Workers needing to increase competency (including workers that have been furloughed and non-wage earning workers, including small and micro-entrepreneurs)
- Those affected by COVID-19 pandemic and have not received social assistance during the pandemic

Not eligible for Kartu Prakerja
- Government officials
- Leaders and members of local parliaments
- Civil servants, members of the military and police, village heads and officials
- Directors, commissioners and supervisory board members of SOEs
- During the pandemic:
  - Beneficiaries of social assistance from the Ministry of Social Affairs
  - Beneficiaries of Wage Subsidy Assistance from Ministry of Manpower/Employment Social Security Administration

www.prakerja.go.id
One of the problems in the Indonesian labor market is the distribution of job opportunities that does not parallel the distribution of unemployment.

Another issue is the skills gap – the gap between the skills of the labor force and the skills that the market needs.

Provinces with highest open Unemployment*  
1. West Java  
2. East Java  
3. Central Java  
4. Banten  
5. DKI Jakarta  
6. North Sumatera  
7. South Sulawesi  
8. South Sumatera  
9. Lampung  
10. Riau  

Provinces with highest Job Vacancies**  
1. DKI Jakarta  
2. West Java  
3. East Java  
4. Banten  
5. Central Java  
6. DI Yogyakarta  
7. North Sumatera  
8. Bali  
9. South Sulawesi  
10. East Kalimantan

Fact 1:  
The manufacturing sector contributes no more than 22% of the National GDP and absorbs no more than 15% of the total labor force (BPS, 2019)

Kartu Prakerja Program training is not only for workers in the manufacturing sector

Manufacturers, large or small, require non-production workers, such as accounting/financial personnel, marketing, sales, transportation, logistics

Fact 2:  
There are several job types that are difficult to procure in Indonesia, including management, technology, data analysis, graphic design, finance, agribusiness, work safety.  
(World Bank and Ministry of Economic Affairs, 2019)

Fact 3:  
There are 15 skill types that will be in high demand until 2025; four types of hard skills, five soft skills, and six logical thinking skills.  

Fact 4:  
Soft skills such as leadership, initiative, work ethic, and discipline are lacking among Indonesian labor force.  
(Oxford Business Group, 2019)
Effects of the Pandemic on Employment

Sectors with highest job vacancies (in thousands)

- Sales and Marketing: 196
- Administration: 58
- IT/Computer: 55
- Finance and Accounting: 49
- Manufacturing/Production & Operations: 29
- General Affairs: 25
- Hotel and Restaurant: 18
- Logistics and Supply Chain: 17
- Art/Creative/Graphic Design: 17
- HRD/Personnel: 17

The Impacts of COVID-19 on working age population August 2020

- 2.56 million stopped working
- 1.77 million furloughed
- 24.03 million subject to reduced working hours
- 2.67 million additional unemployed from 2019 to 2020

Source: BPS, 2020
Kartu Prakerja Program Management Office is adapting to create innovative and relevant programs with latest technologies, building an ecosystem to provide services throughout the country.

Realizing the Vision Through Innovation

Eliasar Simeon Keri, 31 years old
Rote Ndao - NTT
Kartu Prakerja Beneficiary Batch 1
Courses taken: Microsoft Word for Beginners, How to Become a Professional YouTuber, Graphic Design using Adobe Illustrator and Photoshop, Learn Graphic Design Easily using Adobe Photoshop
Key Innovations of Kartu Prakerja Program in Public Service

1. Cloud Technology
   - Efficient, fast and able to provide real time and reliable data to serve registrations and large numbers of participants

2. End-to-end Digital
   - **Registration**
     On-demand application, self-targeting by providing direct access for applicants through official sites
   - **Virtual Card**
     Eliminates card printing and the risk of losing the card #NotRegularCard
   - **Online Training**
     Eliminates the constraints of space and time, distributing access and improving quality of training at lower cost
   - **Incentives**
     Disbursed digitally through e-wallet and bank accounts

Technologies Used

<table>
<thead>
<tr>
<th>Website &amp; Applications</th>
<th>Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>GO React</td>
<td>MySQL NSQ</td>
</tr>
<tr>
<td>RAILS node</td>
<td></td>
</tr>
<tr>
<td>Online Training</td>
<td></td>
</tr>
<tr>
<td>Incentives</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Data Engineering</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>debezium</td>
<td>Alibaba Cloud</td>
</tr>
<tr>
<td>kafka</td>
<td>kubernetes</td>
</tr>
<tr>
<td>python</td>
<td>docker</td>
</tr>
<tr>
<td>Alibaba DTS</td>
<td>Nginx</td>
</tr>
<tr>
<td>Metabase</td>
<td>Istio</td>
</tr>
<tr>
<td>jupyter</td>
<td>Kong Jenkins</td>
</tr>
</tbody>
</table>
Partnering with the Private Sector
- Not using the government goods and services procurement scheme
- Sharing the load with digital platform partners to serve the public
- Digital platform partners and payment partners compete to provide the best service
- Training providers also compete to provide the best service
- Free entry and exit

Involving Fintech
Pioneering Government-to-Person (G2P) Program in Indonesia involving Fintech alongside banks

Providing Choice Flexibility
- Participants are free to choose digital platforms, training providers, courses, and accounts to collect incentives

Applying Product and Customer-centric Mindset
- Kartu Prakerja is a product that addresses participants’ needs, not merely a budget spending program
- Evaluation from the beneficiaries’ perspective through reviews, ratings and evaluation surveys, ensuring that the products are relevant to their needs
- Multiple messaging channels, both general (Instagram, websites, Facebook, YouTube) and targeted (email, dashboard, SMS), all focusing on Kartu Prakerja Program

Reliable Contact Center
- Providing multiple channels for servicing millions of inquiries and complaints
- Free Hotline, operates daily, 08.00 - 20:00 WIB (Western Indonesia Time), serving up to 1,100 calls daily (99% served)
- Web form reaching 2,200 applications daily (80% served)
- Live chat reaching 24,000 messages daily (11% served)
- All channel monitoring dashboard

Measuring the impact of Kartu Prakerja Program

EVALUATION SURVEY I
(August 5 - December 15, 2020)
Participants: 4,700,624
Kartu Prakerja beneficiaries

EVALUATION SURVEY II
(October 4 - December 15, 2020)
Participants: 3,922,439
Kartu Prakerja beneficiaries

EVALUATION SURVEY III
(November 15 - December 15, 2020)
Participants: 3,378,984
Kartu Prakerja beneficiaries

Kartu Prakerja Program Communication Assets
- www.prakerja.go.id (768 million monthly visit)
- @prakerja.go.id (2.47 million followers)
- @prakerja.go.id (137 thousand followers/122 thousand likes)
- Kartu Prakerja (2,660 subscribers)
Kartu Prakerja as Conditional Cash Transfer Program

Registration Process

1. Registration
   www.prakerja.go.id

2. Verification
   Email, NIK/KK, Phone Number

3. Selection
   "blacklist", motivation and basic ability test

4. Designation of beneficiaries

5. Opening beneficiary virtual account

Funds transfer to beneficiary virtual account
- IDR 1,000,000
- IDR 2,400,000
- IDR 150,000
- Total: IDR 3,550,000

Incentive Disbursement Process

6. Beneficiary completes the training
   - Certificate received
   - Provide ratings and suggestions

7. Beneficiary selects and pays for training on the platform using the IDR 1 million balance

8. Beneficiary receives their incentive in their bank account or e-wallet
   IDR 600,000 for four months

9. Beneficiary completes 3 evaluation surveys and receives IDR 50,000 for each survey
Building the Ecosystem to Serve the Public

Kartu Prakerja Program Management Office built a collaborative ecosystem with various ministries, government agencies, and businesses to provide maximum benefits to participants.

Before joining the ecosystem, each partner, training provider and type of training is strictly screened by an independent team of experts. After joining the ecosystem, a different independent team of experts monitors to ensure quality and compliance with regulations.

*) Ministries, government agencies and local governments
Diversity is a core strength.

The Kartu Prakerja Program Management Team consists of people with extensive experience in the industry, including civil servants and non-civil servants, with diverse educational backgrounds from high school to doctoral degrees, from home and abroad.

A Solid Team with Diverse Expertise

Our team consists of information technology experts, lawyers, economists, accountants, communication consultants, lecturers, training specialists, finance officers, administrators, procurement staff, couriers, drivers, to waiters.

It is also a collaboration across generations: from baby boomers to generation Z.

Personnel Growth

Month | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV/DEC
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
6 | 15 | 30 | 40 | 49 | 62 | 73 | 76 | 76

62 73 76 76
One Year of Kartu Prakerja Program

Since its launch on April 11, 2020, Kartu Prakerja Program has performed well despite the many necessary adjustments along the way.

Most Kartu Prakerja beneficiaries improved their competence and had their necessities fulfilled during the pandemic. Many new entrepreneurs were created after participating in the program.

**Nurman, 30 years old**  
Nunukan - North Kalimantan  
Kartu Prakerja Beneficiary Batch 3  
Courses taken: Marketing through Social Media (beginner), Managing Finances (beginner), and Making Videos to be a YouTuber
With continuous iteration throughout the first year, the Kartu Prakerja Program Implementation Team made improvements while providing services, implementing changes rapidly to meet the needs of beneficiaries.
Kartu Prakerja in High Demand

Thanks to intensive dissemination, easy registration access, high processing capacity, and programs relevant to society, the number of applicants increased with each batch.

43.8 million Kartu Prakerja Applicants

5.5 million Kartu Prakerja Beneficiaries*

Kartu Prakerja Program is the only government program that made it to Google Year in Search Indonesia Top 10 Most Popular Searches in 2020**

* Data does not include 478,619 revoked membership according to the regulations/rules
** Source: Google Year in Search Indonesia, 2020
With digital technology, Kartu Prakerja Program reached beneficiaries in 514 regencies and cities nationwide.

Distribution of Kartu Prakerja Program Beneficiaries

5,509,055 Beneficiaries

(Data does not include revoked membership according to the regulations/rules)

Batch 1-11

With digital technology, Kartu Prakerja Program reached beneficiaries in 514 regencies and cities nationwide.

Description:
Numbers in thousands
Data as of December 15, 2020
**Kartu Prakerja Beneficiary Profile**

- **84%** of Kartu Prakerja Beneficiaries have never attended any training**

- **82%** of Kartu Prakerja Beneficiaries are unemployed**

- **78%** of the beneficiaries who work are in the informal sector**

- **IDR 1,000,000** monthly revenue for entrepreneurs**

- **IDR 1,200,000** monthly income for workers**

- **70%** between 18 - 35 years old*

**Source:** Kartu Prakerja Program Management Administrative Data
**Source:** Kartu Prakerja Program Management Evaluation Survey

**Kartu Prakerja Program Inclusivity**

- **45%** women*

- **2%** over 60 years old*

- **2%** former Indonesian migrant workers**

- **5%** people with disabilities**

- **9%** low education, primary school and below*

**Source:** Kartu Prakerja Program Management Administrative Data
**Source:** Kartu Prakerja Program Management Evaluation Survey
Trainings to Meet Market Demand

some participants enrolled in up to 18 trainings

IDR 272,000 average price of courses purchased

IDR 414,000 average price of courses sold

1,701 total courses available in the ecosystem

1-2 courses taken by each participant on average

8 Most in Demand Course Category

1. Sales and Marketing (Digital Sales and Marketing Strategy)
2. Life Style (Making Masks and Make Up Artistry)
3. Foreign Language (English)
4. Food and Beverages (Cooking Technique, Cake Making and Barista)
5. Management (Home Industry/MSME)
6. Finance (Financial Planning and Basic Accounting Courses)
7. Social & Behaviour (Communication and Successful Job Interview)
8. Information Technology (Computer Basics, AutoCAD)

7 Most Purchased Training Providers

1. Skill Academy
2. Baking World
3. Kelas.com
4. PT Yureka Edukasi Cipta
5. Luarsekolah
6. Global Edukasi Talenta Inkubator (GETI)
7. Badr Interactive/Founder+
Positive Responses to Training

5★ average training rating 4.9/5 from Kartu Prakerja Beneficiaries*

91% of participants will recommend Kartu Prakerja Program to others

90% Kartu Prakerja Beneficiaries intend to attach their Kartu Prakerja certificate on job applications

Kartu Prakerja beneficiaries' opinion on trainings:

- 97% trainings teach new skills (skilling)**
- 95% trainings provide materials related to the latest in demand skills (reskilling)**
- 94% trainings improve job efficiency (upskilling)**

Source:
* Kartu Prakerja Program Management Administrative Data
** Kartu Prakerja Program Management Evaluation Survey

Mega Satriyawati Lilomboba,
22 years old
City Manado - North Sulawesi
Kartu Prakerja Beneficiary Batch 5
Courses Taken: Start a Business without Fear of Failure, Create Profitable Business with Digital Marketing
Spurs Online Learning Habit

Fully online training successfully spurred new habits

- **92%** Kartu Prakerja Beneficiaries never had any certified online trainings
- **85%** Kartu Prakerja Beneficiaries replayed completed courses after completion
- **76%** Kartu Prakerja Beneficiaries intend to purchase courses out-of-pocket
- **80%** Kartu Prakerja Beneficiaries discussed the training material with those close to them

Source: Kartu Prakerja Program Management Evaluation Survey

I Gde Putu Agus Eddy Wisnu Pranata, 29 years old Tabanan – Bali Kartu Prakerja beneficiary, batch 4 Courses taken: Personal Branding for Professionals, Successful Online Business on Instagram, and Managing Numbers with Microsoft Excel
Kartu Prakerja beneficiaries report that Kartu Prakerja trainings enhance their working skills (BPS, 2020).

- 88.9% of previously unemployed Kartu Prakerja beneficiaries started their own business, are employed or freelancing.
- 35% of previously unemployed Kartu Prakerja beneficiaries started their own business.
- 17% of previously unemployed Kartu Prakerja beneficiaries are now employed, work part-time, or freelance.
- 18% of previously unemployed Kartu Prakerja beneficiaries are now employed, work part-time, or freelance.

Kartu Prakerja beneficiaries report that trainings help to:

- Improve knowledge, hard skills, and soft skills (98%)
- Boost productivity (93%)
- Improve competitiveness (89%)

Siti Komariah, 33 years old
Bulungan - North Kalimantan
Courses taken: Using English in Job Interviews, Become a Professional MC, and Make Up Artistry

Sumber: Kartu Prakerja Program Management Evaluation Survey
Fosters Entrepreneurship

47% increase in number of entrepreneurs relative to February 2020

93% of beneficiaries reporting that Kartu Prakerja fosters entrepreneurship

70% of beneficiaries used incentives as working capital

Kartu Prakerja beneficiaries who started their own business reported that the trainings provide knowledge and skills on:

- 93% starting a business
- 88% expanding a business
- 80% marketing products
- 79% production knowledge
- 74% financial management

Source: Kartu Prakerja Program Management Evaluation Survey
Accelerates Financial Inclusion

25% of Kartu Prakerja beneficiaries did not have bank accounts and e-wallets before. Of that number, 76% chose to use e-wallet.

Source: Kartu Prakerja Program Management Evaluation Survey

Maintain Purchasing Power

Kartu Prakerja incentive is used for:

- **95%** Staple Food
- **74%** Electricity and Water
- **70%** Working Capital
- **61%** Internet Plan
- **64%** Gasoline and Diesel
- **55%** Transportation

Source: Kartu Prakerja Program Management Evaluation Survey
Epilogue

One chapter down
Breathe in, together we march on
Our spirits high, as we greet the sun
For the country’s future generation
As the implementer of the program, the Kartu Prakerja Program Management Office executes the mandate from the government following the guidance of the Job Creation Committee (KCK) by delivering innovations.

The Program Management Office will continue to make improvements, both in its operations and in strengthening the ecosystem to ensure that Kartu Prakerja becomes relevant and appreciated.

Kartu Prakerja Program is expected to drive Indonesians toward digital transformation, eliminating space, time and cost constraints in seeking knowledge, building skills, and improving competencies.