



COORDINATING MINISTRY FOR ECONOMIC AFFAIRS
OF THE REPUBLIC OF INDONESIA

kartu
prakerja



Kartu Prakerja Program Management Report 2021



Kartu Prakerja's digital innovations reached out to **11.4 million beneficiaries in less than two years.**

Spanning the entire Archipelago. Improving work opportunities and income.



Address by the President of the Republic of Indonesia and the dialogue with beneficiaries of Kartu Prakerja 2020-2021, March 17, 2021, in State Palace, Jakarta.

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Foreword



The year 2021 had become an important milestone for the Kartu Prakerja Program, as its entire evaluation cycle – input-process-output-outcome-impact – had taken place. The big question we had all been asking, ‘has Kartu Prakerja been effective?’, had been answered. While various surveys and monitoring programs had been conducted since May 2020, they were only able to paint a picture of the program’s output and outcome and were yet able to quantify the program’s impacts as a causality.

The results of impact evaluation research from Abdul Latif Jameel Poverty Action Lab Southeast Asia (J-PAL SEA) and Presisi Indonesia in 2021 have reaffirmed Kartu Prakerja’s effectiveness in boosting the competencies, productivity, competitiveness, entrepreneurship, and income of its beneficiaries. Furthermore, Kartu Prakerja has also been proven to positively impact food security, financial power, and financial inclusion.

These scientific findings show how Kartu Prakerja has successfully performed its double mission in the time of pandemic, which is to improve skills as well as provide social assistance. As a ‘complete package’, consisting of trainings and financial assistance, Kartu Prakerja is a unique innovation by the Indonesian Government in responding to the Covid-19 pandemic. In addition to the program being 100 percent digitalized, its registration mechanism also used an on-demand principle. The full authority in registering, choosing training courses, choosing an account to receive the assistance, and spending incentives lies fully on the beneficiaries.

An ecosystem comprising thousands of trainings and job vacancies was created through multi-stakeholder partnership, bringing opportunities into the hands of millions of Kartu Prakerja beneficiaries. This is all because the responsibility to educate the life of the people and build a superior human capital is not merely of the government. Hand in hand, we must build cooperation. Kartu Prakerja is the success of Indonesia; our success to recover together, recover stronger.

On behalf of the Board of Directors, we would like to thank the Coordinating Minister of Economic Affairs, Airlangga Hartarto, also as the Head of the Job Creation Committee, all ministers/officials of the Committee, the Project Management Office of Kartu Prakerja, and all related parties for their support on the implementation of Kartu Prakerja throughout 2021. We would also like to express our highest appreciation to all partners of the Kartu Prakerja program and other stakeholders.

Jakarta, January 2022

Denni Puspa Purbasari

Executive Director
Project Management Office
Kartu Prakerja

Executive Summary

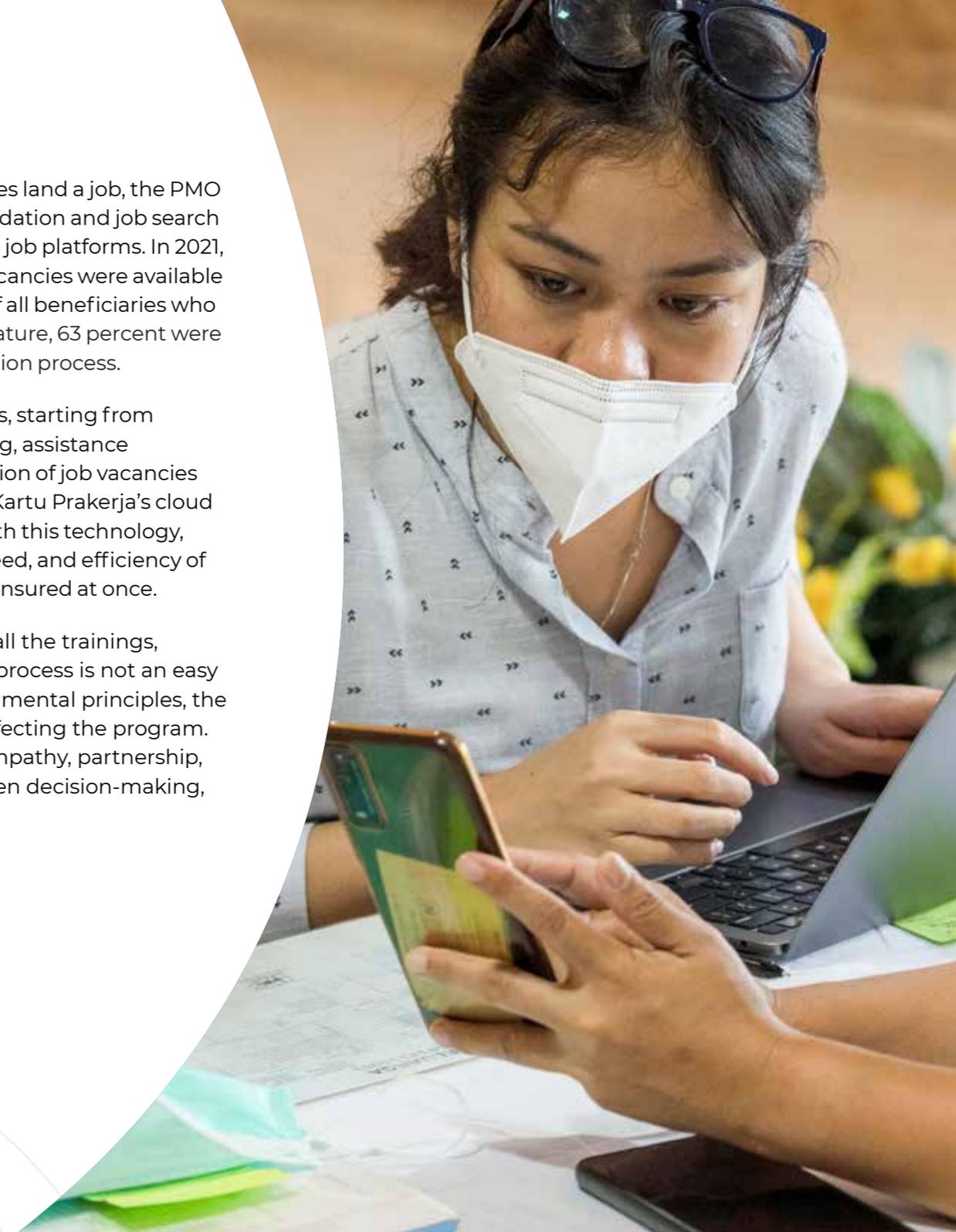
- Continuing from the implementation of the Program which started in 2020, the Kartu Prakerja program had accepted 5,931,547 new beneficiaries from 514 cities/regencies in 2021. In the same year, the input-process-output-outcome cycle of Kartu Prakerja had also been completed.
- The positive impacts of Kartu Prakerja are scientifically proven through the research by J-PAL SEA and Presisi Indonesia, disseminated in October and December 2021, respectively. Research by J-PAL SEA compared aspects between 47,750 beneficiaries versus their non-beneficiary counterparts. This research found that –when compared to non-beneficiaries– Kartu Prakerja beneficiaries are more likely to use training certificates to apply for jobs by 172 percent; get a new job by 18 percent; start a business by 30 percent; have an e-wallet accounts by 53 percent; as well as able to see an increase in their average monthly income by Rp122,500.
- Meanwhile, research by Presisi Indonesia compared 2,156 beneficiaries versus non-beneficiaries and found that Kartu Prakerja is able to improve the average income of its previously unemployed beneficiaries by 32 percent, and the average income of its female beneficiaries by 33 percent compared to non-beneficiaries.
- The results from J-PAL SEA and Presisi Indonesia have been anticipated by previous independent surveys from TNP2K, World Bank, Statistics Indonesia, Cyrus Network, CSIS, and Ipsos, which have been conducted starting May 2020. From these surveys, positive perceptions from Kartu Prakerja beneficiaries are captured, such as its upskilling, entrepreneurship, and social assistance aspects. For instance, in Statistics Indonesia's National Survey on Labor Force (Sakernas) in February 2021, 91 percent of beneficiaries consider their skills had improved; in a survey by Cyrus Network in May 2021, 98 percent of beneficiaries feel the incentives they received from the program had served as a social safety net amid the pandemic.
- In addition to the independent surveys, Kartu Prakerja's Project Management Office (PMO) also conducted evaluation surveys to monitor and evaluate the program. Evaluation surveys in 2021 were responded by 5.1 million or 86 percent of the beneficiaries, higher than 4.7 million or 85 percent of beneficiaries recorded in 2020.
- Statistically, 87 percent of surveyed beneficiaries never participated in any training, 68 percent heads of the household, 90 percent unemployed at the time of registration, 62 percent live in rural areas, 52 percent female, 18 percent elementary school graduates, 73 percent under the Generation Y and Z category (ages 18-41), 2 percent people with disabilities, 4 percent from underdeveloped regions, 3 percent former migrant workers, and 28 percent never opened a bank or e-wallet account before.
- From the evaluation surveys, it was also discovered that Kartu Prakerja, in addition to providing new skills (94 percent), the latest skills (94 percent), and improving work efficiency (93 percent), have also actually given way to new ways of learning and increase the soft skills of the beneficiaries. Both increases in hard and soft skills might explain the beneficiaries' employment status. It is recorded that 27 percent of surveyed beneficiaries who were previously unemployed had turned themselves around, becoming laborers, employees, freelancers, or self-employed. Furthermore, the evaluation surveys also found that post-training incentives provided by the program help support the beneficiaries' purchasing power, as well as business capital.
- The success of Program Kartu Prakerja, as proven by the research and surveys, was inseparable with the good process behind it. From the beneficiary aspects, the program's ability to reach out to all members of society from all parts of the country was made possible with its 100 percent digitalization, an on-demand and direct registration scheme at the website www.prakerja.go.id – which contents, interface, and appearance was designed to be user-friendly. All processes, starting from the registration, training, and assistance distribution are seamless thanks to the digital integration.

9. Meanwhile, from the training aspects, the program's ability to provide a large amount of varied and quality trainings highly determine the learning capability of the beneficiaries. For that purpose, an ecosystem was developed where 181 training institutions in seven digital platforms provide 1,957 courses in widely distinctive topics, such as information technology, sales and marketing, lifestyle, foreign languages, office work, technical work, agriculture, finance, food and beverages, management, social skills, etc. With the large variety of trainings, the PMO through machine learning provides a personalized training recommendation feature the beneficiaries can access in their dashboard. This feature is used by 88 percent of the beneficiaries who were aware of it.
10. To ensure the quality of the trainings, before being qualified to enter the ecosystem, all proposed training courses are assessed by the PMO along with an assessment team consisting of experts from the University of Indonesia (UI), Gadjah Mada University (UGM), Airlangga University (Unair), Atma Jaya University, and Indonesia Mengajar. The assessment used 52 indicators, and after a training course is qualified, it is monitored

by the PMO along with IPB University, Muhammadiyah Malang University (UMM), and Nahdlatul Ulama University of Indonesia (UNUSIA), using 40 monitoring indicators. .

11. The layered curation process, various trainings, and the freedom to choose from available courses explained the high satisfaction rate of the beneficiaries, demonstrated by the average 4.9/5 rate of all trainings. Additionally, as many as 92 percent of the beneficiaries believe that the trainings they took are in line with their interests. All beneficiaries are able to view their history of training purchases and certificates on their personal dashboard.
12. After completing the trainings, the beneficiaries are eligible to receive monthly post-training incentives of Rp600,000 for four months, consecutively and without any fees. In these assistance distribution aspects, the PMO creates an easy way for beneficiaries to link their chosen bank or e-wallet account to receive the funds and see the transparent progress and amount of the disbursed funds in their dashboard, under the condition that their account had gone through the *know your customer* (KYC) stage.

13. To help the beneficiaries land a job, the PMO creates job recommendation and job search features linked to three job platforms. In 2021, more than 5,500 job vacancies were available on average daily. Out of all beneficiaries who applied through the feature, 63 percent were invited to the job selection process.
14. The end-to-end process, starting from the registration, training, assistance distribution, and provision of job vacancies are all executed using Kartu Prakerja's cloud computing system. With this technology, the reliability, scale, speed, and efficiency of Kartu Prakerja can be ensured at once.
15. Admittedly, providing all the trainings, services, features, and process is not an easy task. But with its fundamental principles, the PMO will continue perfecting the program. These principles are empathy, partnership, competition, data-driven decision-making, and accountability.



Never Stop Learning

“ In an era full of competition like this, if we do not improve our skills every day, we will fade. Suddenly, you might find yourself out of job. Because other people had been improving their skills, but we hadn't.

”
Joko Widodo

President of the Republic of
Indonesia

During the Address by the President of the
Republic of Indonesia to the beneficiaries of
Kartu Prakerja 2020-2021

Jakarta, March 17, 2021





Dialogue between the Coordinating Minister for Economic Affairs and the beneficiaries of Kartu Prakerja
Bandung, April 4, 2021

Transformation for a Resilient Nation

“ The access is open from Sabang to Merauke, from Miangas to Rote Island. End-to-end digital. **The learning materials are identical**, there is no difference from one region to another, because all of this is online. This is obviously **a fair program**. Kartu Prakerja has brought Indonesia to be resilient against the pandemic and growing with **transformations**.

Airlangga Hartarto
Coordinating Minister of Economic Affairs of the Republic of Indonesia
August 17, 2021



01

The Real Impacts of Kartu Prakerja

The Project Management Office is open to independent research agencies evaluating the impacts of the Kartu Prakerja program.

Studies by **J-PAL SEA** and **Presisi Indonesia** have proven that Kartu Prakerja has successfully improved the competencies, productivity, competitiveness, and entrepreneurship of its beneficiaries.



Susanti Pasaribu, 40, Kota Gunungsitoli, Sumatera Utara
Kartu Prakerja Batch 7 Beneficiary

She has successfully completed training courses 'Content Creating to Boost Revenue (Digital Marketing)', 'Starting a Photography Business', 'Successful Online Selling at Marketplace', 'Successful Financial Management for MSMEs', and 'The Secret to Successfully Pitch and Close a Sale'.

Susanti now works as an administration worker and marketer at an optical store in Gunungsitoli. With the new skills she obtained from Kartu Prakerja's training, she has also started a fish farming business.



Kartu Prakerja's Positive Impacts Are Scientifically Proven

The effectiveness of Kartu Prakerja program was evaluated by J-PAL SEA and Presisi Indonesia using the Randomized Control Trials (RCT) method, which compares the program's impacts to beneficiaries versus non-beneficiaries.

	J-PAL SEA Research	Presisi Indonesia Research
Number of Respondents	47,750	2,156
Survey Period	June 29 - October 21, 2021	September 24 - November 1, 2021
Research Period	October 2020 - December 2021	October 2020 - December 2021

J-PAL
ANALYSIS PARTNERS ACTION LAB
SOUTHEAST ASIA

supported and funded by:

MIT **TNP2K** **UNIVERSITAS INDONESIA** **FAKULTAS EKONOMI DAN BISNIS**

HARVARD Kennedy School
Evidence for Policy Design

PROSPERA
Australia-Indonesia Partnership
for Economic Development

Australian Government **USAID**
FROM THE AMERICAN PEOPLE

The Bill & Melinda Gates Foundation

PRESISI INDONESIA

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BADAN KEBIJAKAN FISKAL
KEMENTERIAN KEUANGAN
REPUBLIK INDONESIA

From the People of Japan **UNDP**

Improving Work and Entrepreneurship Opportunities

J-PAL SEA Research

Kartu Prakerja:

encourages **the use of training certificates** when applying for jobs

+172%

increase the possibility of starting a **new job**

+18%

increases the **opportunity to start a business**

+30%

Presisi Indonesia Research

Kartu Prakerja **improves:**

Competencies +2.2%

Productivity +2.7%

Competitiveness +3.8%

develops **entrepreneurial skill**

+49%



“The program is doing what it is supposed to do. Kartu Prakerja **beneficiaries are much more likely to take any kinds of training courses by 119%.**”

Rema Hanna

Jeffrey Cheah Professor of South-East Asia Studies at Harvard Kennedy School; J-PAL SEA Scientific Director



Increasing Income, Food Security, and Financial Power

J-PAL SEA Research



average increase in
monthly income

IDR122,500

Presisi Indonesia Research

Kartu Prakerja:

increases the **income** for
the previously unemployed
beneficiaries

+32%

increases the **income** for
female beneficiaries

+33%

95%

uses the incentive to obtain
food necessities



There is a **6% increase in food security**.
We found that **beneficiaries are also around 8% less likely to have taken a loan** to overcome financial difficulties.”

Benjamin A. Olken

Jane Berkowitz Carlton & Dennis William Carlton Professor
of Microeconomics at MIT; J-PAL SEA Scientific Director

Accelerating Financial Inclusion

J-PAL SEA Research

increase in the **ownership of e-wallets**

+53%

increase in the tendency to **shop online using e-wallet**

+40%

Presisi Indonesia Research

80%

open a **bank or e-wallet account** for the first time

72%

choose **e-wallet** for receiving incentives



“The **effectivity** of [Kartu] Prakerja as a semi-social assistance program, in my opinion, is **excellent**. Several features have enabled it to be so, such as its **on-demand registration** scheme and the disbursement of incentives using **e-wallets**.”

R. Muhamad Purnagunawan
Economic Improvement Policy Team Leader, TNP2K



02

Strong Indications of Effectivity

Independent surveys since May 2020 from TNP2K, World Bank, Statistics Indonesia, CSIS, Cyrus Network, and Ipsos have anticipated the positive findings from the impact evaluation surveys by J-PAL SEA and Presisi Indonesia.

The Project Management Office (PMO) also conducted periodic evaluation surveys which in total were responded to by 9.8 million beneficiaries in 2020 and 2021.



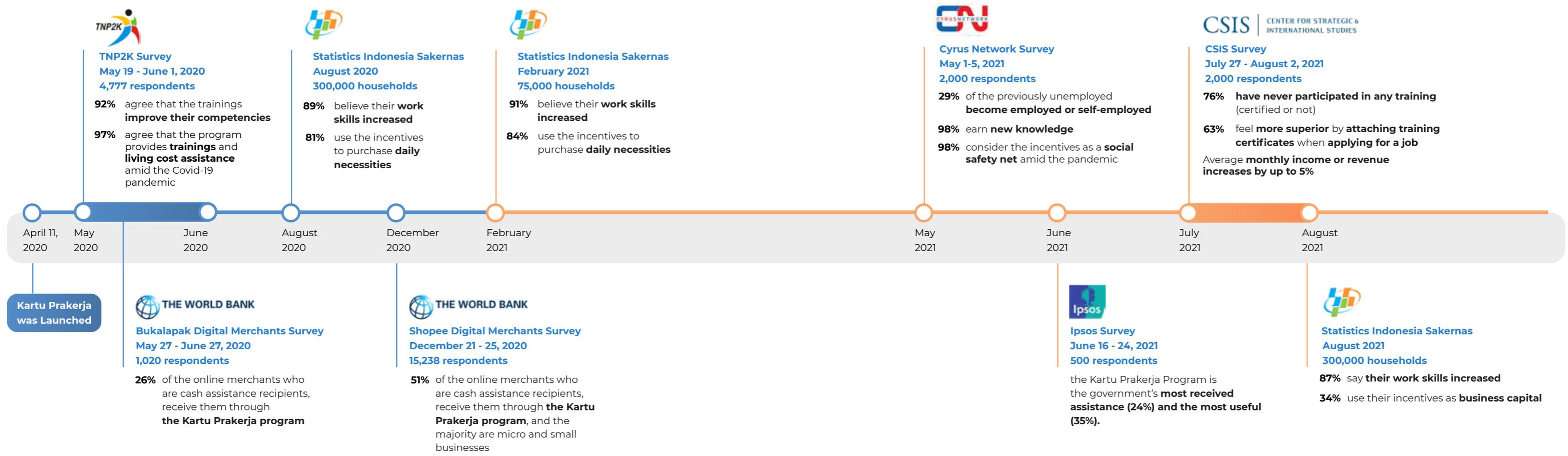
Abdul Jalal, 26, Bantul, Yogyakarta
Kartu Prakerja Batch 6 Beneficiary

Has successfully completed training courses 'Making Banana Choco Rolls' and 'Successful Marketing in Social Media'.

Currently runs a stuffed pancake (martabak) stall under the brand 'Martabak Move On'. Following his training through Kartu Prakerja, he managed to perfect his martabak recipe and attract more customers.

Positive Portraits of Kartu Prakerja

Various surveys show how **Kartu Prakerja is on the right track**





Elan Satriawan
Chief of Policy Team at the TNP2K and Lecturer at Gadjah Mada University

“Since the beginning, the Project Management Office **has been open to rigorous evaluations** of this program.”



Kanasugi Kenji
Ambassador of Japan to Indonesia

“As the majority of the Indonesian population participate in **micro, small, and medium businesses, assistance for them is key** to national economic recovery. Kartu Prakerja is part of such recovery programs.”



Chris Manning
Honorary-Associate Professor at the Arndt-Corden Department of Economics, ANU

“Kartu Prakerja is **different** from other unemployment benefit programs **because it focuses on the training aspect**. Kartu Prakerja’s **digitalized system is certainly applicable in other countries**. Citizens from **all over Indonesia** can access the best training available. This is an important innovation. Not all countries can move this fast.”



Norimasa Shimomura
UNDP Resident Representative in Indonesia

“Providing social assistance in the form of incentives and capacity building is **important**. Kartu Prakerja shows **Indonesia’s commitment in achieving SDGs** (Sustainable Development Goals) so **no one is left behind**.”

Constant Effort in Evaluating Effectivity

The PMO’s evaluation surveys were responded by 5.1 million beneficiaries in 2021 and 4.7 million in 2020. The results of the surveys are consistent with the impact evaluation studies by J-PAL SEA and Presisi Indonesia.



Evaluation Surveys in 2021

1st evaluation survey

Responded by **5,116,560** beneficiaries between April 10 - December 10, 2021

2nd evaluation survey

Responded by **4,649,071** beneficiaries between June 10 - December 10, 2021

3rd evaluation survey

Responded by **3,551,360** beneficiaries between November 10 - December 10, 2021



Demographic Profile



Source:
*PMO’s administrative data in 2021
**PMO’s evaluation surveys in 2021

Spurring Employment, Igniting Entrepreneurship

Improving Work Opportunities

27% of beneficiaries who were previously unemployed are now employed

14% laborers/employees/
freelancers

13% self-employed

73% attached their training certificates **Kartu Prakerja** when applying for jobs

Source: PMO's evaluation surveys in 2021



"Seventy-percent of beneficiaries used their **incentives as business capital**. Kartu Prakerja helps beneficiaries to start a business, expand it, or at least keep it afloat throughout the pandemic."

Widdi Mugijayani
Researcher at Presisi Indonesia

Equipping beneficiaries with skills and capital to start a business

98% of beneficiaries agree that the trainings encourage entrepreneurship

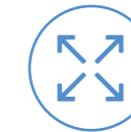
98% of entrepreneur beneficiaries **whose revenue saw an increase attributed it to the trainings** from Kartu Prakerja

69% of beneficiaries use their incentives as business capital

Kartu Prakerja's trainings **equipped entrepreneur beneficiaries with skills to:**



98% manage their business better



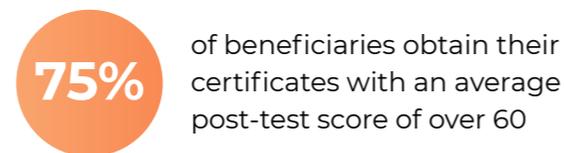
96% expand their business

Source: PMO's evaluation surveys in 2021



Boosting Competencies, Skills, Productivity, and Competitiveness

Knowledge Improvement



Source: PMO's administrative data in 2021



"Kartu Prakerja is important for the people in enduring challenges of the job market."

Febrio Kacaribu
Head of the Fiscal Policy Agency,
Ministry of Finance

Trainings that beneficiaries have taken have helped them to:



Source: PMO's evaluation surveys in 2021

Shaping the Future Human Capital

According to McKinsey & Company (2021)*, there are four broad categories of skills that will be most sought out in the future world of work.

Beneficiaries of Kartu Prakerja also benefit from learning skills within these four categories:



36% **Self-leadership**
Self-management, entrepreneurship, and self-motivation



33% **Cognitive**
critical thinking, communication, planning and ways of working, and mental resilience



16% **Digital**
digital literacy, software use and development, and understanding digital systems

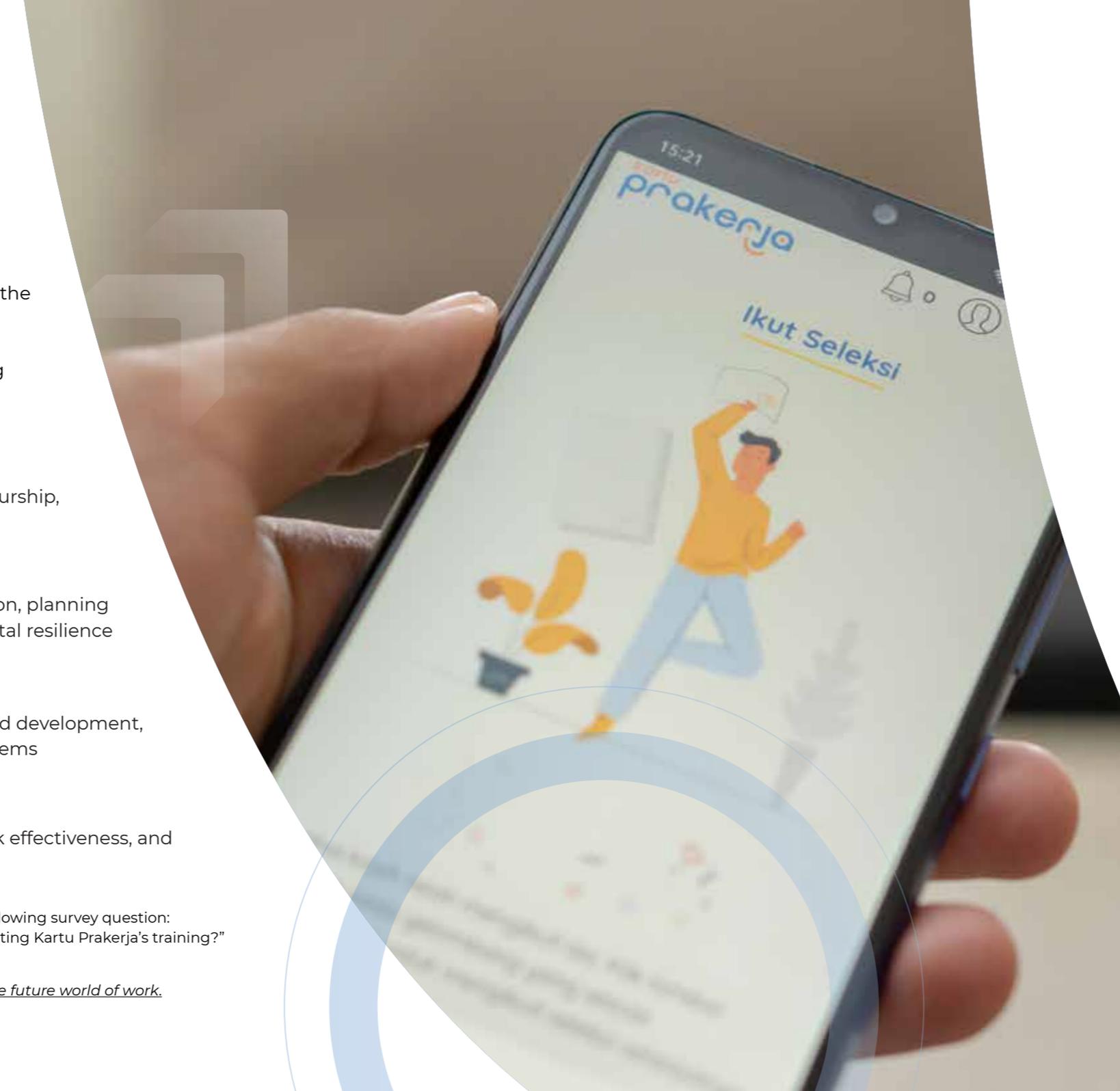


15% **Interpersonal**
system mobilization, teamwork effectiveness, and developing relationships

Notes: The figure above is calculated based on the responses to the following survey question: "Among these skills, which top skill do you learn the most after completing Kartu Prakerja's training?"

Source: PMO's evaluation surveys in 2021

*McKinsey & Company (2021). *Defining the skills citizens will need in the future world of work.*



Beneficiaries acknowledge the optimized benefits from training due to the program's high-quality ecosystem



9 out of 10

beneficiaries agree that Kartu Prakerja's ecosystem (digital platforms, training institutions, payment partners, and training courses) have **very good quality**

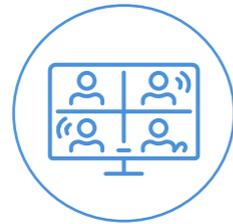
Source: PMO's evaluation surveys in 2021

Habituating Online Learning



62%

have rewatched or re-read training materials



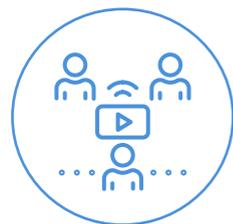
68%

have discussed training materials with closest acquaintances



63%

have watched training materials with closest acquaintances



71%

of beneficiaries whose training courses came with an online forum **benefit from it**. More than **66%** of online forum members remain in touch with former course mates and instructors after the training has ended.

Source: PMO's evaluation surveys in 2021



"Kartu Prakerja is a starting step towards a **growth mindset**. [Kartu] Prakerja's breakthroughs happen because it does not only provide training but also allows for **a market for training to take place**."

Vivi Alatas
Former Lead Economist at the World Bank



Enhancing Financial Inclusion

Aside from receiving incentives, beneficiaries use their bank/e-wallet accounts for:

73%

cash withdrawals

70%

transfers

40%

payment/purchase

Advanced uses of bank/e-wallet account using personal funds consist of:

49%

cash deposit

42%

receiving transfer/payment

33%

e-wallet top-up

1.6 million

beneficiaries initially **did not have a bank and/or e-wallet account**.

Out of that figure, **93%** chose to open an e-wallet account.

98%

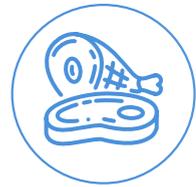
of beneficiaries are **satisfied** with the incentive disbursement scheme through bank/e-wallet accounts

Source: PMO's evaluation surveys in 2021

Supporting Purchasing Power

Kartu Prakerja's double mission to improve competencies and support purchasing power has been achieved.

The following percentage of beneficiaries use their incentives:



89%

to buy staple foods



69%

as business capital



68%

to pay for utilities



57%

as savings



56%

to buy fuel

Kartu Prakerja's incentives are equal to **61%** of average monthly household food expenses

Source: PMO's evaluation surveys in 2021



"Kartu Prakerja provides **flexibility**, including in allocating their incentives. The World Bank confirms that beneficiaries have also been known to use their **incentives as business capital.**"

Maria Monica Wihardja
World Bank Economist



Sabar Dermawan Lafau, 30
Nias, North Sumatra

Kartu Prakerja Batch 1 Beneficiary

Has successfully completed training courses 'Mastering Digital Marketing', 'Advanced Skill with Microsoft Word', and 'Prakerja Package: Mastering English (grammar and TOEFL)'.

Sabar was unemployed and just helping out his farmer parents prior to joining Kartu Prakerja. After the trainings, he took the initiative to make handcrafted dolls using coconut shells and market them as a specialty Nias souvenir.

03

Sowing Process, Reaping Results

The result will never betray the effort. Behind Kartu Prakerja's achievement, a relay of process has taken place, from the selection of beneficiaries, training, assistance distribution, to the provision of job vacancy information.

All of these processes are summarized into one ecosystem supported by a cloud computing technology.



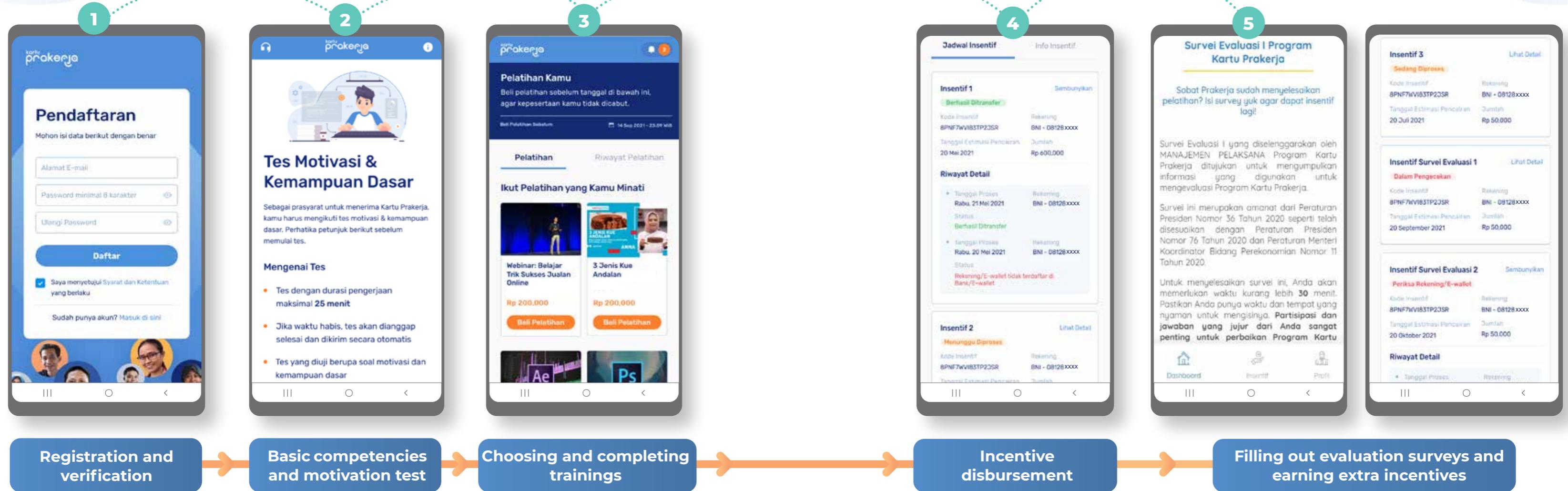
Erika Andriani Supardi, 32, Yogyakarta
Kartu Prakerja Batch 5 Beneficiary

Erika has completed several Prakerja training courses, including "Tips for Successful Online Marketing", and "Baking Lapis Legit Pontianak, Bolu Macan Coklat, and Three-tone Cake with Chef Lenny Zheng.

Initially a housewife, Erika managed to start a culinary business and successfully promote her products via social media thanks to Kartu Prakerja's training courses.

Beneficiary Aspects

The beneficiaries' onboarding process onto the program is made easy with a 100% digitalized system, as well as clear information, logical steps, and user-friendly interface.



Beneficiary Aspects

Beneficiaries came from **34 Provinces** and **514 cities/regencies**

Batches 12-22 had

5,931,574
effective beneficiaries*

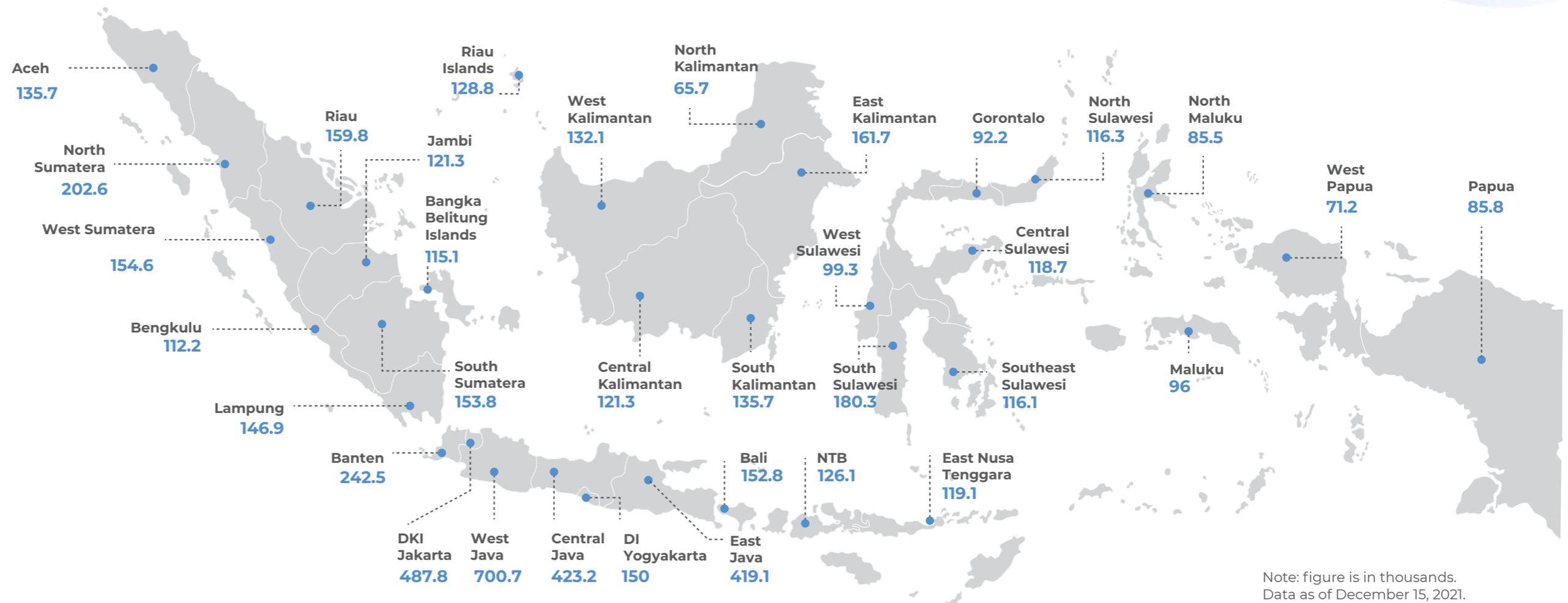
73%

of beneficiaries are Generation Y and Z (18-41 years old)

Kartu Prakerja is in the top 10 topics of Google's 2021 Year in Search Indonesia

*This figure excludes 88,268 people whose beneficiary status was revoked due to rule violations

Source: PMO's administrative data in 2021



Note: figure is in thousands. Data as of December 15, 2021.

Beneficiary Aspects

The Kartu Prakerja Program is inclusive; Reaching out to all members of society.



90%
were unemployed at the time of registration*



3%
former migrant workers**



28%
did not have a bank/e-wallet account yet**



62%
live in rural areas**



2%
>60 years old*



4%
live in underdeveloped regions*



2%
people with disabilities**



18%
elementary school graduates*

Source:
*PMO's administrative data in 2021
**PMO's evaluation surveys in 2021



Training Aspects

Optimized learning is achieved due to diverse and quality training courses within the ecosystem.

Training Ecosystem

1,957 Training courses

181 Training institutions

7 Digital platforms

6 Hours Average training duration

5 days Average time to complete a training

99% of beneficiaries **completed** their first training

Training Methods

14% Hybrid

15% Webinar

71% LMS

Source: PMO's administrative data in 2021



Training Aspects

Various trainings are available for beneficiaries to choose from.

92%

of Kartu Prakerja beneficiaries agree the trainings were in line with their interests

Source: PMO's evaluation surveys in 2021



Lifestyle

Handcrafting, makeup, photography, hairstyling, barber skills



Information Technology

Microsoft Excel, data science, Python, MySQL, Agile, Scrum, Cisco, Trello, analytics, product skills



Finance

Business capital, financial planning, accounting



Food & Beverages

Culinary art, barista, catering



Sales & Marketing

Online business, digital marketing, property marketing



Language

English, Korean, Chinese, Japanese, Dutch, Spanish, German



Office Work

Secretary, administration, customer service



Technical Work

Audio mixing, computer maintenance, work health and safety



Agriculture

Hydroponic, liquid fertilizer production, urban farming, farm shop



Management

Leadership, production strategy, starting a business



Social Skills

Etiquette, effective marketing communication, public speaking



Others

Comic design, copywriting

Training Aspects

The quality of the trainings are guaranteed through multi-layered assessments and monitoring.

The assessment process for the training and training institutions is done in partnership with Gadjah Mada University, Atma Jaya University, University of Indonesia, Airlangga University, and Indonesia Mengajar based on 52 different indicators.

The monitored aspects include:

- Compatibility of trainings with demands from the **job market**
- Fulfillment of **rules and requirements**
- **Structured** design
- **Quality** modules
- **Interactive** training methods
- **Competitive** training prices
- The quality and background of **training instructors**

Assessment Expert Team



The monitoring process is done with IPB University, Muhammadiyah Malang University, and Nahdlatul Ulama University of Indonesia based on 40 indicators.

The monitored aspects include:

- Suitability of a training's contents with its **title**
- Availability of **detailed information** on a training course
- Coherence between the **materials** and the **training lessons**
- Compatibility of the **materials, training methods, and teaching instructors**
- Availability and suitability of the **training certificates**
- **Price** of training

Monitoring Expert Team



4.9/5



Average
training rating

Beneficiaries' reviews on Kartu Prakerja's trainings

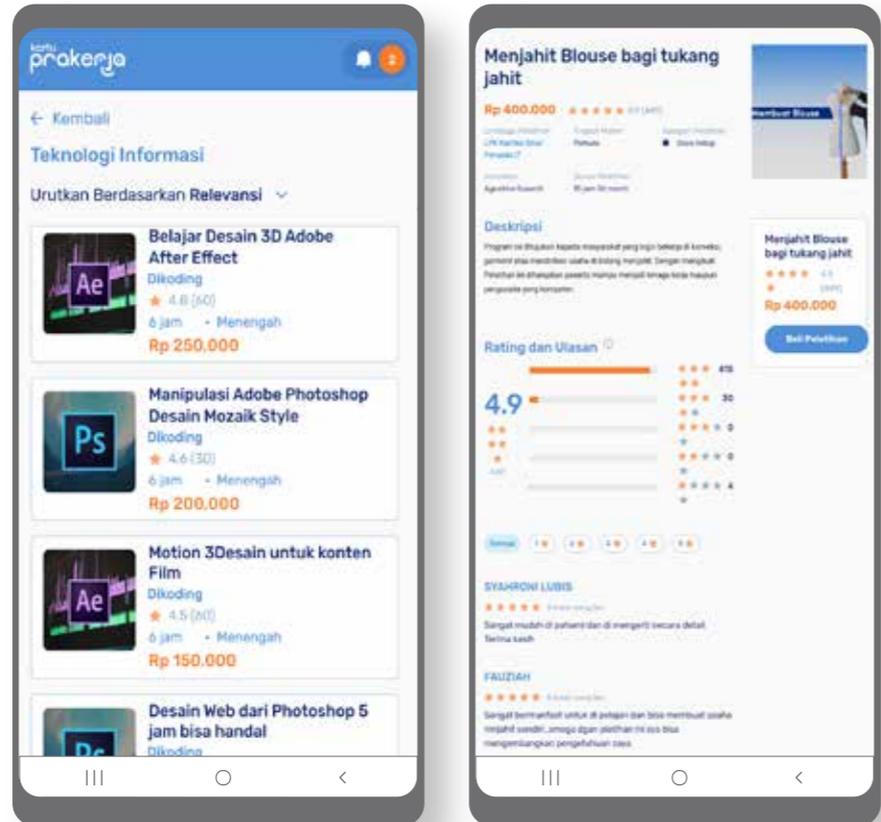


Training Aspects

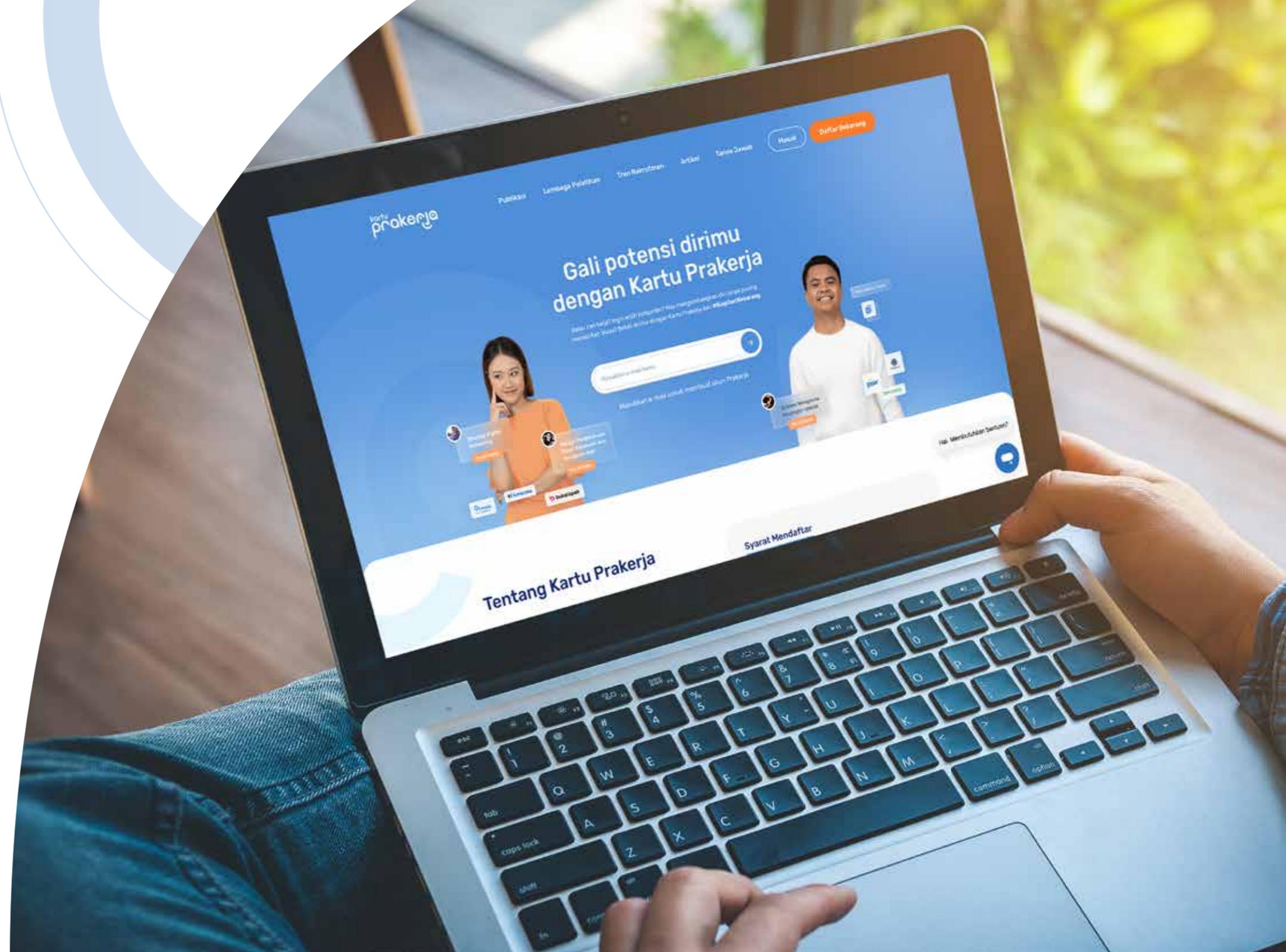
Using machine learning, a personalized course recommendation feature is created to assist beneficiaries in choosing courses according to their interests and profiles.

88%

of beneficiaries who are aware of the course recommendation feature **use** it to browse, choose, and/or purchase a training course.

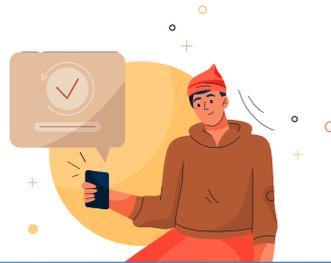


Source: PMO's evaluation surveys in 2021



Incentives Distribution Aspects

Kartu Prakerja incentives support the beneficiaries' purchasing power as the distribution process is accurate and transparent, ensuring the incentives to be precise, arriving on time, and accurate.



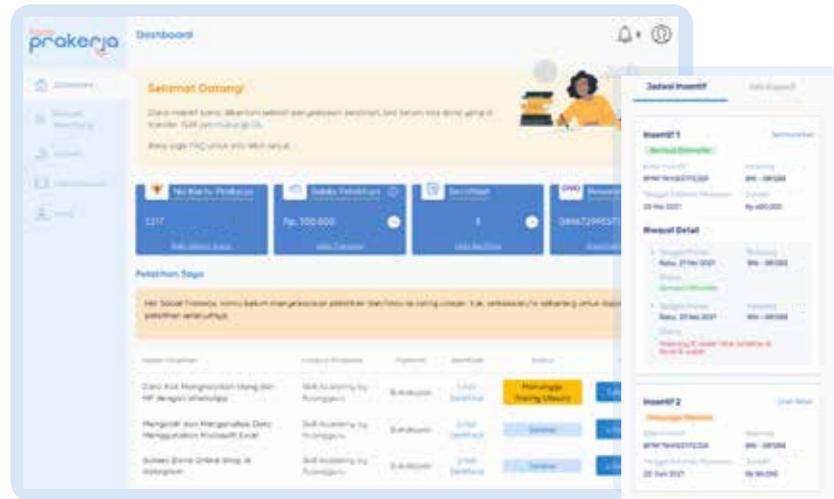
Account linking



Know Your Customer (KYC) Implementation



Regular monitoring



On schedule incentive disbursement

Can be monitored by beneficiaries

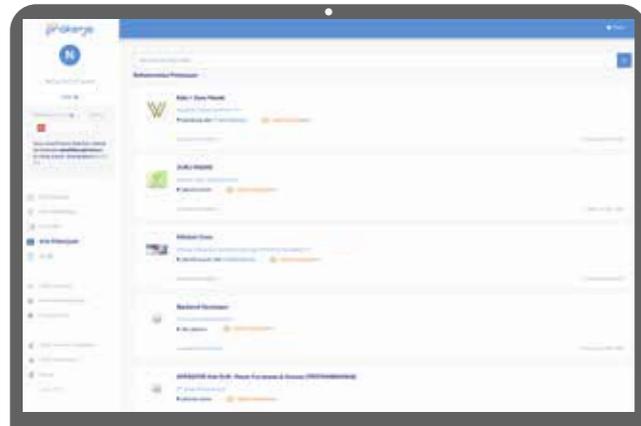
Requires only 3-5 business days



Post-training Aspects

Job seeking is easier with the Job Recommendation feature, which displays job vacancies according to the training courses taken by beneficiaries and their skills.

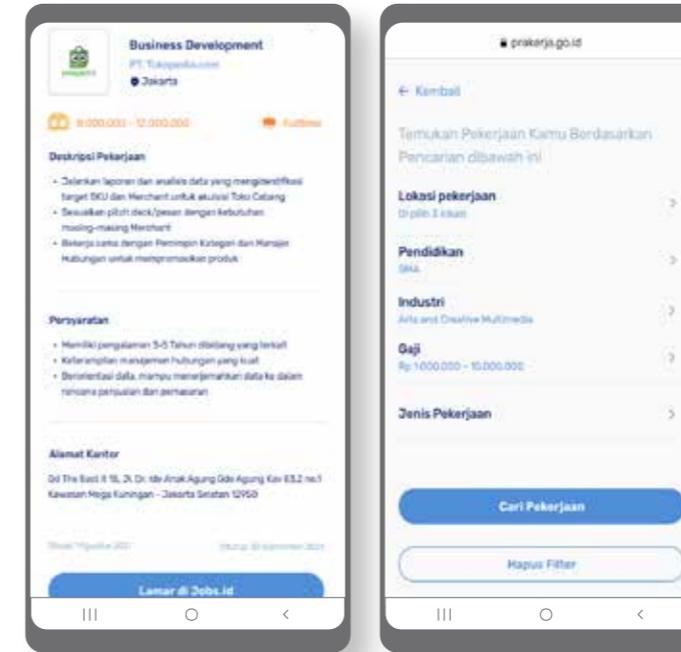
Job Recommendations



63% of beneficiaries who applied through the feature were **invited to the job selection process.**

Source: PMO's evaluation surveys in 2021

Job Search



5,500+

job vacancies are available at Kartu Prakerja dashboard

Search category is based on:

1. location
2. education requirement
3. industry type
4. salary
5. job type

Connected to job platforms



Kartu Prakerja's Ecosystem Brings Together Hundreds of Partners

Payment Partners



Job Portals



Digital Platforms

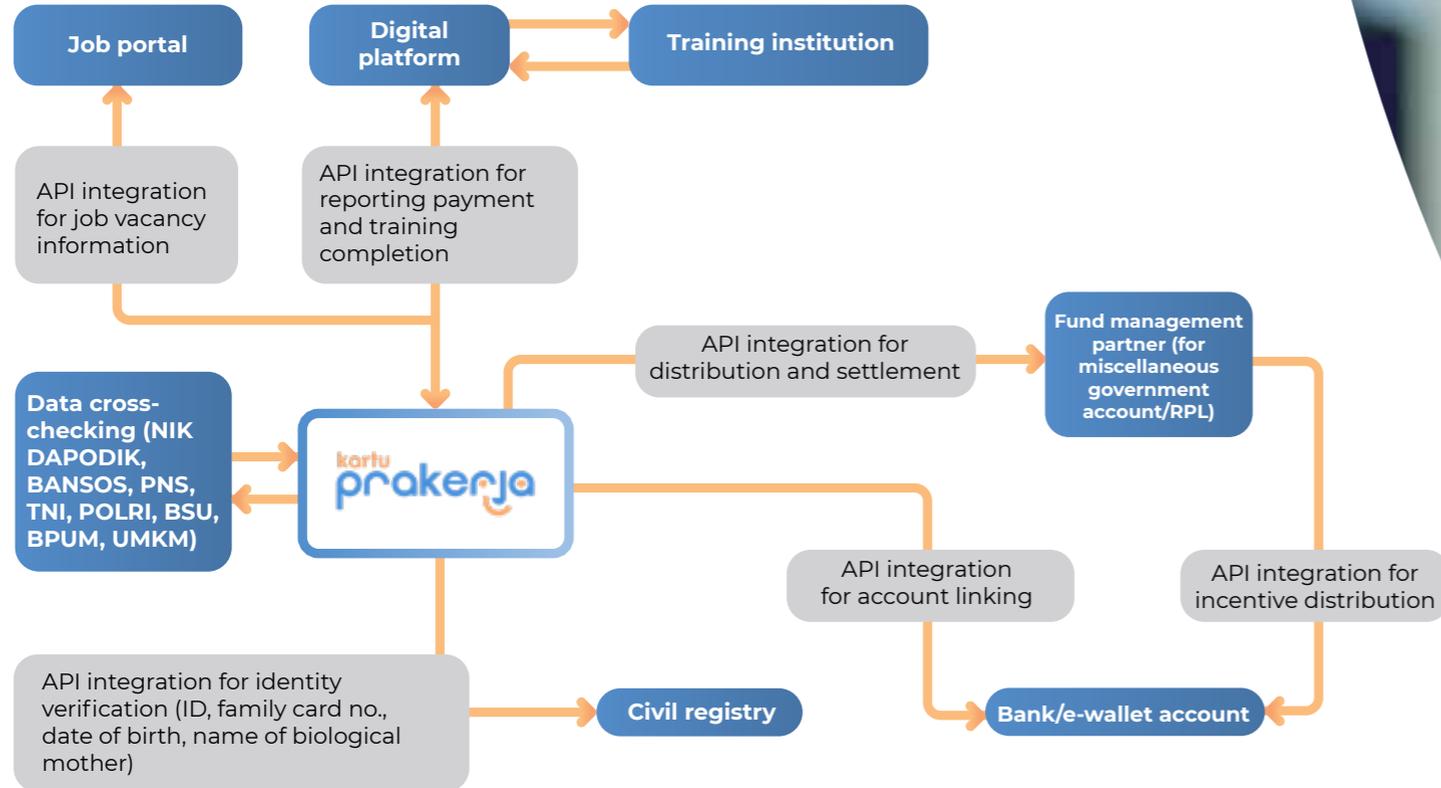


Training Institutions



End-to-end Process Supported by Cloud Computing

Cloud computing and digital innovations optimized the beneficiaries' onboarding process, training organization and incentive distribution.



04

The Principles Behind the Efforts

Creating an entire process that prioritizes convenient user's journey with good governance is not an easy task.

Nevertheless, Kartu Prakerja's Project Management Office is committed to strive for it by adhering to the fundamental principles.



Yusron Khoirul Muslim, 27 , Yogyakarta
Kartu Prakerja Batch 15 Beneficiary

Has successfully completed training courses 'Tips and Tricks for Job Interviews', 'Basic Accounting and Business Finance Certified Course', 'Crash Course: Microsoft Excel', 'Basic Financial Lessons for Optimized Financial Management,' 'Managing Personal Finances', 'Exploring and Developing Entrepreneurship Opportunities', and 'Tryout and Simulation of Online CAT Test for Civil Servant Candidate (CPNS) Selection'.

With the trainings he had taken, Yusron has been accepted to work as an administration staff member at a public high school in Yogyakarta.

First Principle: Empathy

Kartu Prakerja program was developed on the principles of empathy towards the needs of the people (consumer-centric).



Freedom to choose in accordance with the needs

Freedom to:

- Register for the program
- Choose the training(s)
- Choose the job(s) to apply



Reliable contact center service

Integrated and Available for Free:

- Live chat
- Online complaint form
- Call center



Various communication channels

Through:

- Social media (Instagram, Facebook, YouTube)
- TV
- Newspaper
- Radio
- Meetings and visits



“Many programs could accept complaints, but only a few could accommodate them well. Kartu Prakerja has been **successful** [in doing so].”

Edy Priyono

Economist at the Office of the Presidential Chief of Staff



@prakerja.go.id

3.5 millions Reach **3.5 millions** Followers



@prakerja.go.id

1 million Reach **283,000+** Likes

Source: PMO's administrative data in 2021



Contact Center Ready to Assist

Call center



857,106

total number of incoming calls in 2021

94%

Customer satisfaction

Complaint Form



1,945,566

total number of complaints recorded in 2021

86%

Customer satisfaction

Live chat



9,943,116

total number of incoming chats in 2021

81%

Customer satisfaction

Three Contact Center Channels



Complaint form and live chat are available 24/7

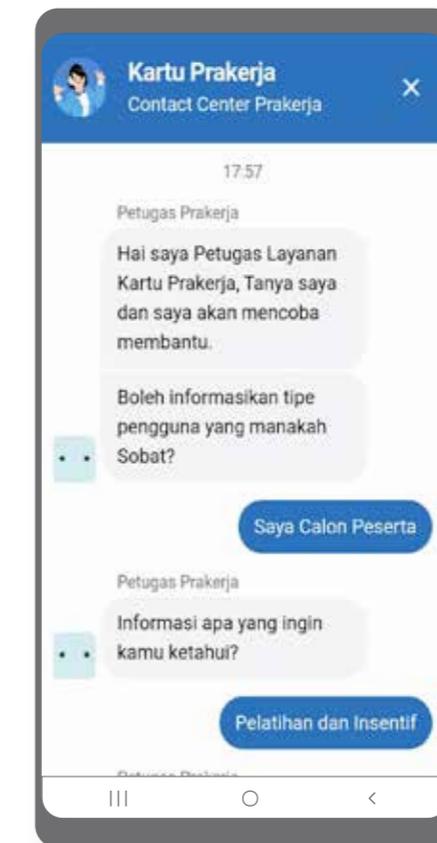


Integrated in real-time dashboard



Multiple channels to accommodate different user preferences

Live Chat



Complaint Form



Second Principle: Partnership

Kartu Prakerja program was developed on multi-stakeholder partnerships and mutual cooperation.

1,957
Training courses

5,931,574*
Beneficiaries

*Kartu Prakerja beneficiaries in 2021

14

Ministries/
Institutions

181

Training
Institutions

7

Digital
platforms

5

Bank and
e-wallet
providers

3

Job
portals

8

Educational
institutions



"This program is unique as it **involves private players** in the mechanism, platforms, implementation, and the variety of training courses offered [to beneficiaries]."

Mahatmi Parwitasari Saronto
Manpower Director at the National Development Planning Agency (Bappenas)

Third Principle: Competition

Kartu Prakerja encourages all qualified players to participate in the program.



Fulfillment of **terms and conditions** to **enter or exit the program**



Competing in providing the **best services**



Focusing on added **benefits for beneficiaries** through the training and incentives



Feedback to monitor the performance of the partners



Digitally-recorded periodic **monitoring**

Fourth Principle: Data-driven Decision-making

Kartu Prakerja combines multiple data sources to sustainably improve and expand the program.



Data integration by ministries/institutions



Analysis of training and beneficiary database



Information and complaint services



Evaluation surveys



Assessment and monitoring results



Data by Job Portals



Rating & reviews for training by beneficiaries



Fifth Principle: Accountability

The Job Creation Committee and the PMO work together and take responsibility on their respective duties and functions.

Policy maker

Job Creation Committee (KCK)

Consists of 14 Ministers and Head of institutions, including a Chairperson, Deputy Chairperson, and assisted by a Secretary

Implementation Team

- Consists of Echelon 1 officials from the Ministries/Institutions who are part of the Committee
- Assists the Committee in arranging strategies and determining the direction of the policy

Committee Secretariat

- Supports the technical and administrative affairs of the Committee

Policy implementer

Project Management Office (PMO)

- Under the auspices of the Coordinating Ministry of Economic Affairs and responsible to the Head of KCK
- Executes the program according to the policies enacted by The Committee



**One Boat,
One Destination**

VISION Bringing **knowledge** and **skill** to people

MISSION Providing an integrated, relevant, and quality learning ecosystem through multi-stakeholder partnerships

OBJECTIVE Improving competencies, productivity, and competitiveness, as well as driving entrepreneurship among the Indonesian workforce

78
Talents

January 2021



115
Talents

December 2021



1

**Diversity of
experience**

2

**Complementing
skills**

3

**Cross-
generations**



Epilogue

“

When idea becomes reality
Eyes are now open
No efforts are a triviality
When talent comes with dedication

Two years we have been striding
Commitment in our hearts we're upholding
Obstacles ahead are of no meaning
For the Motherland's great dream
we're striving





COORDINATING MINISTRY FOR ECONOMIC AFFAIRS
OF THE REPUBLIC OF INDONESIA

kartu
prakerja

Kartu Prakerja Communication Channels



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