
ABDIMAS

Jurnal Pengabdian kepada Masyarakat
<https://journal.unnes.ac.id/journals/abdimas/>

Capacity Building of Indonesian Migrant Workers in Korea for Post-Contract Preparation

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Abstract

Indonesian Migrant Workers (PMI) are Indonesian citizens working abroad. To meet economic needs, many Indonesian citizens choose to work abroad. The problem found in this service activity is that working abroad has many consequences, one of which is being away from family. However, if they return to Indonesia, Indonesian Migrant Workers (PMI) have concerns about the skills they have to work in Indonesia. For this reason, the solution offered to partner problems is socialization related to digitalization of entrepreneurship through the use of social media, as well as ways to market business products. The purpose of this activity is to increase PMI's capacity as a provision for preparation to make a living after the employment contract in Korea has ended. Thus, PMI can work in Indonesia and be close to family. The method of implementing the activity is to provide socialization with the target to the Indonesian Student Association (PPI) and Indonesian Migrant Workers (PMI) in Korea. The result of this service activity is an increase in knowledge, skills, and motivation from the participants, namely PPI and PMI. In addition, it also received a positive response from all participants. This socialization activity is expected to be carried out to Indonesian migrant workers in other countries.

Keywords: *Socialization, Migrant Workers, Entrepreneurship*

INTRODUCTION

Indonesian Migrant Workers (PMI) are Indonesian citizens working abroad. There are several countries that are the destination of PMI, including Malaysia, South Korea, Hong Kong, Taiwan, and several Middle Eastern countries. Data in January 2023 shows that the number of PMI reached 24,050 people, of which 9,745 people work in the informal sector. Based on data from the Indonesian Migrant Workers Protection Agency (BP2MI), the highest placement of migrant workers in January 2023 is Malaysia (9,523 people), Taiwan (5,899 people), and Hong Kong (4,844 people). According to BP2MI, the PMI released to South Korea through the G to G program in 2023 is around 12 thousand people. Some of the fields of work engaged by PMI include the manufacturing sector and the fisheries sector. In addition, there are job opportunities for skilled PMI as welders, painters and electricians for the shipbuilding sector in South Korea.

Based on interviews with the management of the organization that oversees PMI in Korea, when the employment contract period is over, some of PMI will choose to return to Korea after taking care of their administration. Some of the reasons they want to return to Korea are the higher salary standards compared to their income if they work in Indonesia. In addition, the skills they have are only suitable if used when working in Korean industry, while they have no other skills to work in Indonesia.

Based on these problems, some of the PMI want to return to Korea when the contract period is over. Of course, working abroad has several consequences, including being away from family. If the migrant worker has a family, then working abroad has its own consequences, such as relationships with children that become not close, in addition to other household problems. But in addition to these problems, there is an economic responsibility that they must bear to provide for the family. For this reason, the UNNES community service team offers solutions, including providing skills in the form of digitizing entrepreneurship through the use of social media.

One alternative job that can be done when PMI returns to Indonesia is entrepreneurship. One of the factors that support the success of entrepreneurship is the marketing factor (Agustina, 2019;

Kominfo, 2018; Fahmi, 2013; Saiman, 2015). In this modern era, technology and marketing models have been very developed, one of which is by digitizing marketing (Ayodya, 2019; Priambada, 2015; Widyastuti et al., 2016; Saifullah, 2015). One of the reasons why digital marketing needs to be done, because most people already consider the use of mobile phones as one of the needs (Saleh & Hadiyat, 2016; Kotler et al., 2019; Oktavia et al., 2017; Hamdan, 2018). One application that is often opened by the people of Indonesia is social media. So, by using digital marketing through social media, it is expected to increase marketing (Mashuri, 2019; Prasetyo & Sutopo, 2018; Warmayana, 2018; Wijayanti, 2018). In addition, by using digital marketing, it is expected that in running their business, these PMIs will be able to compete with other business actors (Lau, 2016; Agusmiati & Wahyudin, 2019; Almi & Rahmi, 2020; Ardiani & Son, 2020).

Based on the description of the problem, the community service team from Semarang State University chose PMI in South Korea as the place for community service implementation. The purpose of this activity is to increase PMI's capacity as a provision for preparation to make a living after the employment contract in Korea has ended. The hope is that PMI can work in Indonesia and be close to family.

METHODS

This community service activity will be held at Pukyong National University, Busan, Korea on May 9, 2024, and will be held at Jami Mosque, Busan, Korea on May 10, 2024. The implementation method used in this activity is socialization aimed at Indonesian Migrant Workers (PMI) in South Korea. The participants of the activity held at Pukyong National University, Busan, Korea were students from the Indonesian Student Association (PPI), while the participants of the activity held at Jami Mosque, Busan, Korea were Indonesian Migrant Workers (PMI). The method of community service regarding capacity building of Indonesian Migrant Workers (PMI) can be done with the following steps: 1) identification of problems, by identifying problems so that they can find out what is needed by Indonesian Migrant Workers (PMI) based on the problems that occur; 2) preparation, after knowing what Indonesian Migrant Workers (PMI) need, the next step is to prepare socialization materials; 3) implementation of socialization, in this activity the implementation was carried out offline in Busan, South Korea; 4) evaluation and feedback, after the socialization is complete, it is necessary to evaluate and feedback to find out whether PMI's needs have been met and PMI understands the material that has been delivered by the service team.

RESULTS AND DISCUSSION

The results of community service activities carried out at Pukyong National University, Busan, Korea and Jami Mosque, Busan, Korea are as follows:

Identify the Problem

At this stage, interviews were conducted with the management of the organization that oversees PMI in Korea. Based on the results of the interview, it is known that migrant workers have a responsibility in meeting economic needs in the family. To meet economic needs, some Indonesian migrant workers feel that their skills are only suitable if they work in Korean industry, while they have no other skills to work in Indonesia. This makes Indonesian migrant workers hesitant to return to Indonesia after the work contract in Korea is completed.

Preparation Stage

The preparation stage is carried out to compile a schedule for the implementation of activities and coordination with partners, namely the organization that houses PMI in Korea, and Pukyong National University as partners through international offices. In addition, this stage is also used to compile socialization materials related to digitalization of entrepreneurship through the use of social media, as well as ways to market business products.

Implementation Activities

Socialization activities carried out in two places, namely Pukyong National University and Busan Jami Mosque, Korea are aimed at PPI and PMI in Korea. The service team provides counseling to Indonesian migrant workers to grow and increase the motivation of Indonesian migrant workers to become entrepreneurs in Indonesia after the contract period is over. In addition, the service team also provides skills on digitalizing entrepreneurship through the use of social media. This solution is offered

so that Indonesian migrant workers are willing and ready to do entrepreneurship in Indonesia, so they do not depend on others to find work. Through the use of social media in doing entrepreneurship, it is expected to improve marketing and be able to compete with other business actors. During this activity, there was a discussion and question and answer session between the speakers and the participants, namely PPI and PMI. All participants were very enthusiastic and enthusiastic during the activity.



Figure 1. Socialization related to digitalization of entrepreneurship at Pukyong National University



Figure 2. Discussion session with PPI at Pukyong National University



Figure 3. Socialization with PMI at Jami Mosque, Busan Korea

Evaluation and Feedback

Evaluation and feedback on the overall implementation of activities are carried out by involving partners. Evaluation and feedback are carried out through discussions and interviews with partners at the end of socialization activities. In this activity, an evaluation of the advantages and disadvantages of socialization during community service was carried out.

The results of community service activities through socialization related to digitalization of entrepreneurship through the use of social media, as well as how to market business products, namely the knowledge of participants consisting of the Indonesian Student Association (PPI) and Indonesian Migrant Workers (PMI) regarding the use of social media in entrepreneurship increased. In addition, their skills related to digitalization of entrepreneurship have also increased. Also, they feel more motivated to become entrepreneurs in Indonesia after the contract period is over.

CONCLUSION

Based on the results of activities carried out by the service team at Pukyong National University and Jami Mosque, Busan, Korea, it can be concluded that all participants, both the Indonesian Student Association (PPI) and Indonesian Migrant Workers (PMI) were very enthusiastic about the material brought by the service team during the socialization activity. The participants were also increasingly motivated to improve skills related to digitalization of entrepreneurship through the use of social media. The service team recommends continuing to socialize related to digitalization of entrepreneurship through the use of social media, as well as ways to market business products to PMI in other countries. So that PMI is able and ready to do entrepreneurship in Indonesia, so that they do not depend on others to find work and by entrepreneurship in Indonesia, PMI will be closer to family.

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