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Effectiveness of the Boarding Training Program at the Medan Vocational and Productivity Training Center (BBPVP Medan)

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Abstract: This research aims to analyze the effectiveness of the boarding training program at the Medan Vocational and Productivity Training Center (BBPVP Medan) in facing global competition and taking advantage of the demographic bonus that Indonesia will obtain. BBPVP Medan is a training process organizer that focuses on developing 3 (three) main competency aspects: skills, knowledge and attitudes, with a certification process to guarantee that training participants are competent to work. This program is designed to produce competent graduates according to industry standards through established procedures. This research uses qualitative methods with a descriptive analysis approach, data collection through participant observation, interviews using purposive sampling techniques, and documentation studies. Data analysis includes reduction, presentation and drawing conclusions. Based on research results, the boarding training program showed positive results in improving various aspects, such as the skills, knowledge and attitudes of the participants. This also has an impact on increasing their capabilities, adaptation, productivity and innovation in facing global challenges. With the program organized by BBPVP Medan, the workforce is equipped with the ability to compete in the industrial world, open up quality job opportunities, as well as improve community welfare and encourage the nation's economic growth.

Keyword: Effectiveness, Training, Global Competition.

INTRODUCTION

Indonesia has various abundant resources, both natural resources (SDA) and human resources (SDM). Indonesia's human resource potential can be seen from the population growth which continues to increase every year and is predicted to receive a demographic bonus. According to the latest data from the Central Statistics Agency (BPS), Indonesia's population will reach 278.7 million people by mid-2023, making Indonesia the country with the fourth largest population in the world (Badan Pusat Statistik, 2023). The demographic bonus, although it provides positive opportunities, also presents challenge). One significant

challenge is the problem of unemployment. To optimize opportunities from the demographic bonus, a strategy is needed to face this challenge (Safitri et al., 2023).

With a large population in Indonesia, employment management is not yet optimal, resulting in high unemployment rates, especially due to the lack of skills and expertise possessed by the workforce. Indonesia's human development index (HDI) is currently still relatively low, namely ranked 111th out of 182 countries. In the Southeast Asia region, Indonesia is in sixth position out of ten countries (Salsabila & Hertati, 2022). This is one of the main factors that makes it difficult to reduce the unemployment rate, apart from the limited number of job vacancies as well as the lack of skills and abilities they have. Indonesia's young generation needs to be guided and accompanied well to prepare themselves to face the demographic bonus and global challenges (Pratama & Widowati, n.d.).

Continuous population growth causes an increase in population density. The impact of a sustainable increase in population also increases the number of the workforce. In accordance with Malthus' population theory, "The continuous increase in the labor force is not in line with the availability of adequate employment opportunities, which results in an increase in the number of unemployed." The problem of unemployment and employment is still a major obstacle in various countries, especially developing countries (Ramadhani, 2021). Unemployment is a very important problem to solve because if it is allowed to continue, Indonesia has the potential to experience an ever-increasing poverty crisis. Indonesia is predicted to enter the peak of the demographic bonus in 2045, where the number of people of productive age will reach its peak. This situation presents both opportunities and challenges, especially related to employment issues.

As the Ministry responsible for employment affairs, the Ministry of Manpower (Kemenaker) has implemented policies to create a competent and competitive workforce through improving qualifications and skills, in line with Law no. 13 of 2003. This law establishes regulations regarding the importance of training in the workplace to increase productivity, safety and workforce skills. As part of this policy, the Ministry of Manpower established the Vocational and Productivity Training Center (BBPVP) as one of the steps to meet these needs (Nasution & Irham, 2024).

The Vocational and Productivity Training Center (BBPVP) has the main objective of providing skills training to people who need job training. By providing non-formal education, it is hoped that it can contribute to efforts to produce superior human resources through vocational education that focuses on skills development. To achieve this goal, BBPVP is required to implement its programs effectively to improve the quality of the workforce, prepare them to face global competition, and support sustainable economic growth through careful planning, appropriate strategies, and meaningful evaluations. Referring to this problem, researchers are interested in analyzing the boarding training program organized by BBPVP Medan. The focus of this research is to analyze the effectiveness of the boarding training program at BBPVP Medan and how this program can help improve personnel abilities in responding to the challenges of global competition.

METHOD

The research method used in this research is qualitative research with a descriptive analysis approach. Theoretically, according to Denzin & Lincoln as quoted by Anggito et al. (2018), qualitative research is an approach based on data from a natural background with the aim of understanding emerging phenomena and using various related methods for analysis (Salsabila & Hertati, 2022). Researchers chose the case study method to comprehensively examine the effectiveness of the boarding training program at BBPVP Medan. Data collection techniques in this research are through observation, interviews and documentation studies.

Observations were carried out by researchers who were directly involved in training activities at BBPVP Medan to gain an understanding of the implementation of the boarding training program. In-depth interviews were conducted with key informants such as instructors and training participants using the purposive sampling method. Qualitative research using the purposive sampling method is effective for exploring in-depth information and achieving certain research objectives. There is no limit to the number of respondents to determine the sample purposively, with the hope that the desired information can be obtained and produced (Bernard, 2002). Documentation studies were carried out using official BBPVP Medan documents in both online and offline formats, as well as articles, journals and books relevant to the research topic. Data analysis was carried out through a process of data reduction, data display, and drawing conclusions.

RESULTS AND DISCUSSION

Medan Center for Vocational and Productivity Training (BBPVP Medan) Training Program

Human resource development is a process to improve the quality of human resources (SDM). Training programs are a form of human resource development that helps to update the skills and knowledge needed to carry out work tasks, with the aim of increasing overall work efficiency and productivity (Sahir et al., 2023). The main goal of job training is to change individual behavior and knowledge. Behavior change includes the development of job-relevant skills, attitudes and competencies (Marayasa et al., 2023).

Training is a process designed to improve an individual's ability to carry out duties and responsibilities better and more effectively. Training is a learning process that aims to teach the skills needed by individuals to carry out their work duties (M. A. A. Candra & Sulandari, 2017). Training is an activity that aims to increase the understanding and knowledge needed to achieve organizational goals (Nasution & Irham, 2024). According to Garavan, training is a systematic plan and effort to modify or develop the knowledge, skills and attitudes of organizational members through learning experiences, with the aim of improving effective performance in an organization (Nugraha, 2020).

The Department of National Education defines training as a learning process that equips individuals with the ability to carry out tasks according to specified standards. The main objective of training is to increase competence and maintain the availability of competent human resources. Meanwhile, according to Saeed & Asghar (2012), training is an activity organized with the aim of improving skills and knowledge, as well as helping individuals carry out their work responsibilities effectively and efficiently. The aim of training is to increase an individual's knowledge, skills, expertise and experience (Nurhayati, Asfia & Atmaja, 2021). So it can be concluded that training is any effort made to increase an individual's knowledge, skills, expertise and experience. The goal is to prepare individuals with the knowledge and skills needed to carry out their jobs effectively and efficiently.

BBPVP Medan is one (1) of 5 (five) Vocational and Productivity Training Centers in Indonesia, and the only one located outside Java. Founded in 1971, BBPVP Medan has played an important role in improving the skills and competitiveness of the workforce in North Sumatra for more than 50 years. Strategically located on Jalan Gatot Subroto Km 7.8 Medan, BBPVP Medan offers various high-quality training programs in various fields, such as tourism, construction and entrepreneurship. Experienced instructors and modern facilities ensure that trainees receive an optimal learning experience. The history of BBPVP Medan marks a long journey in the development of vocational training in Indonesia. Started as the Indonesian Vocational Work Training Center (PLKI) in 1974 in accordance with the Decree of the Minister of Manpower, Transmigration and Cooperatives No. Kep. 1476/M/1974 dated 26 September 1974, BBPVP Medan has undergone several changes in name and

organizational structure along with the times. The latest change occurred in 2022 with the publication of Minister of Manpower Regulation Number 36 of 2022 concerning the Organization and Work Procedures of Vocational and Productivity Training Centers, which changed the name BBPLK to BBPVP. Currently, BBPVP Medan continues to be committed to providing the best vocational training for the people of North Sumatra, and contributing to creating a competent and globally competitive Indonesian workforce.

BBPVP Medan as the training program organizer provides 2 (two) types of training programs, namely boarding training and non-boarding training. Boarding Training is training that requires and facilitates participants to stay in a dormitory during the training, while Non-Boarding Training does not require and does not facilitate participants to stay in a dormitory and participants can go home after the training activities are completed. The Vocational and Productivity Training Center (BBPVP) as a job training institution is not only a place for carrying out job training, but is also a liaison between job seekers and those who need workers, so with the existence of this job training center it is hoped that it will be able to become the spearhead in overcome the problem of quality of work in society and unemployment (Y. Candra et al., 2024).

BBPVP Medan organizes various kinds of training programs according to the interests and talents of the training participants, including, Vocational Building, Vocational Tourism, Vocational Methodology, Vocational Business Management, Vocational Electronics, Vocational Garment Apparel, Vocational Welding, Vocational Electrical, Vocational Manufacturing, Vocational Automotive, Vocational Agriculture, Productivity Vocational, Refrigeration Vocational, ICT Vocational. The various types of training available are grouped into several training packages which last from 1 (one) to 9 (nine) months a year. The duration of the training held depends on the type of training program, but in general the duration of training held at BBPVP Medan is 160 hours, 180 hours, 220 hours, 260 hours, 340 hours, 380 hours, 960 hours with the duration per hour of training being 45 minutes.

The Training Program at BBPVP Medan is held throughout the year with a schedule that is adjusted based on the needs and readiness of the participants. Each training package is attended by a maximum of 16 participants, allowing for more intensive interaction between participants and instructors. In addition, adequate facilities and experienced instructors ensure that each participant receives high-quality training. With an emphasis on hands-on practice and competency-based learning, BBPVP Medan seeks to improve the skills and productivity of its workforce, helping them be ready to face the demands of the ever-evolving job market.

Effectiveness of the Medan Center for Vocational and Productivity Training (BBPVP) Boarding Training Program

Effectiveness comes from the word "effect" or "consequence". The word "effective" itself refers to an action that is capable of producing the desired effect or result. The Big Indonesian Dictionary defines "effective" as "able to bring results" or "successful in achieving the desired goal". Meanwhile, according to Gill.Mc.E (1982) Effectiveness is the ability to choose the right strategy and utilize optimal resources to achieve predetermined goals (Bormasa, 2022). Effectiveness refers to the achievement of previously planned goals through the process of activities carried out. In other words, effectiveness describes the extent to which the goals or objectives of an effort or activity can be achieved (Y. Candra et al., 2024).

Effectiveness refers to the achievement of results resulting from a comparison between input and output issued. According to Miler, effectiveness reflects the extent to which a business or relationship can achieve its goals. Effectiveness can be interpreted as an individual's ability to complete tasks and achieve goals with satisfactory results (Nurhayati, Asfia & Atmaja, 2021). According to Handayani, effectiveness is a measure used to

assess the level of success in achieving previously established goals or targets (Juliana & Stiawati, 2023). Meanwhile, according to The Liang Gie quoted by Salsabila & Hertati (2022), "effectiveness is a condition that implies the occurrence of a desired effect or consequence. If someone does an action with a certain intention and it is really desired, then that person has the intention as desired."

In the opinion of Mahmudi (2015) defines effectiveness as follows: "effectiveness is the relationship between output and goals, the greater the contribution (contribution) of output to achieving goals, the more effective the organization is in implementing programs or activities". Sondang P. Siagian defines effectiveness as the optimal and planned use of resources, facilities and infrastructure to produce products or services that meet the stated objectives (M. A. A. Candra & Sulandari, 2017). According to Agung Kurniawan in his book Transformation of Public Services, "Effectiveness is the ability to carry out tasks, functions (operations, program activities or missions) of an organization or the like without pressure or tension between implementation." (Kusnadi, 2020).

From the opinions above, researchers can conclude that effectiveness is the ability to utilize available resources in carrying out the tasks and functions of an organization to bring results in achieving predetermined goals or targets. From the various views of experts who define effectiveness with different approaches, it can be concluded that the concept of effectiveness is used to assess the extent to which goal achievement can be realized, although the meaning and emphasis vary depending on the field of science or perspective used.

The process of measuring effectiveness can be carried out through analysis of the performance achieved by an organization. Measuring effectiveness is basically related to the extent to which the organization succeeds in achieving its goals and the extent to which the organization is able to carry out its tasks or work. Each organization will be different in measuring its effectiveness, depending on the type and nature of each organization (Bormasa, 2022). Effectiveness can be assessed from various perspectives depending on the assessment. The level of effectiveness is often measured by comparing established plans with the results actually achieved. However, if the steps or results of the work are not appropriate and thus hinder the achievement of the desired goals or objectives, then it is considered ineffective. In other words, effectiveness evaluation considers the extent to which the actions taken support the achievement of the stated goals.

BBPVP Medan organizes various quality training programs, one of the programs held is the boarding training program, namely a training program that is carried out by requiring and facilitating participants to stay in a dormitory during the training period. One of the differences between boarding and non-boarding training can be seen from the recruitment process carried out. In the boarding training program, the recruitment process is carried out in collaboration with the regional employment office of the participant's origin with a joint recruitment stage carried out by BBPVP Medan. Boarding training participants come from outside the area while non-boarding training participants come from areas around Medan City. This boarding training program is designed to provide intensive and focused training to participants, freeing participants from the daily grind and allowing them to focus fully on learning.

In implementing the boarding training program there are several important aspects so that the training program organized by BBPVP Medan runs effectively, which can be grouped into the following categories:

1. Achievement of Goals (Results)

Handoko (2001) defines goal achievement as the ability to determine appropriate goals or choose the right tools to achieve predetermined goals. This is a process or action carried out to achieve previously planned targets. Achieving goals is an important part of every

activity or program and serves as an indicator of the success of the activity or program. Based on the results of data analysis from both interviews and documentation studies, researchers see that achieving the objectives of the BBPVP Medan boarding training program is carried out through a combination of classroom instruction, practical training, and work experience. Boarding training program participants stay at the training center for the duration of the program. This allows them to focus on training and building relationships with other participants. The methods used vary according to each profession, in the caregiver (elderly nurse) profession, for example, there are 3 instructors with interesting learning using teaching materials such as books, modules, infocus, etc. and using game methods which make it easier for training participants to receive learning, which was delivered.

The curriculum and training materials are adapted to the Indonesian National Work Competency Standards and are also adapted to the qualification needs of workers in the business and industrial world. The curriculum is prepared based on training needs analysis by involving stakeholders. Instructors play an important role in achieving training program objectives. They act as facilitators, guides and mentors, ensuring participants effectively acquire the knowledge, skills and competencies targeted by the training program. Instructor contributions are critical to maximizing the impact of training and ensuring its alignment with organizational goals. There are 65 instructors working at BBPVP Medan who have teaching experience ranging from 4 years to 37 years in the field of science corresponding to their major. Experienced instructors bring a wealth of knowledge, skills, and experience that helps them create an effective learning environment, motivate participants, and ensure that they achieve training objectives.

2. Efficiency (Cost)

Efficiency is an important indicator for assessing overall company performance. According to Haynes (1999), efficiency refers to an organization's ability to produce optimal output with minimal costs (Marsondang et al., 2019). In Susilo's (2011) opinion, efficiency is a condition where work is completed correctly and uses all of its capabilities. This means that the work must be completed according to established standards, on time, and using minimal resources (Syam, 2020). In other words, an efficient organization is able to produce more products or services with the same, or even fewer, resources.

Based on the results of interviews with Organizing Section Staff, the efficiency aspect was effective based on several factual reasons, including the available budget being able to meet financing standards for optimal training services. BBPVP Medan receives a budget from the government through the Ministry of Manpower (Kemenaker) which allows BBPVP Medan to provide infrastructure, equipment and quality instructors. In addition, appropriate fund allocation and efficient financial management also play an important role in ensuring that all training needs can be met without sacrificing quality. In this way, training participants can feel the maximum benefits from the program being held.

Boarding training participants receive various facilities while participating in the boarding training program at BBPVP Medan, including transportation costs from their home area, dormitory, food and pocket money, different from non-boarding training participants. This facility ensures that boarding participants can focus completely on training without worrying about their basic needs. Additionally, the structured environment and additional support allows boarding participants to have a more intensive and in-depth learning experience compared to non-boarding participants, who do not have access to the same facilities. This program is designed to provide maximum support to participants so that they can achieve optimal training results.

The interview results showed that the cost aspect was the main factor that motivated participants to take part in the training program at BBPVP Medan. Participants expressed that

they were encouraged to take part in this program because the training fees were zero or not collected during the training process as well as the facilities such as dormitories, food and pocket money provided to support them while taking part in the training program. This shows BBPVP Medan's commitment to facilitating access and participation for participants in the training programs held.

3. Consumer Satisfaction

Consumer satisfaction, according to Kotler and Keller (2007), is measured based on feelings of pleasure or disappointment that arise after comparing the service performance received with consumer expectations. Service performance that does not meet expectations will result in disappointment, while service performance that exceeds expectations will result in satisfaction. The greater the positive difference between service performance and expectations, the higher the level of consumer satisfaction (Ruslim & Rahardjo, 2016). Another opinion according to Fandy Tjiptono and Gregorius Chandra (2016), consumer satisfaction is a feeling that arises from evaluating the experience of using a product or service. In other words, consumer satisfaction is the result of a comparison between expectations and perceived performance when using a product or service (Lesnussa & Warbal, 2023).

Consumer satisfaction is the level of satisfaction felt by consumers who are the targets of a program or service, based on the extent to which their expectations and needs are met. This includes an assessment of various aspects such as service quality, program relevance, ease of access, and implementation effectiveness. Consumer satisfaction can be measured through surveys, interviews, or other evaluation methods to ensure that the programs or services provided are truly useful and meet their expectations. A high level of satisfaction usually indicates the program's success in meeting its stated goals.

BBPVP Medan as a public service delivery unit, is required to carry out Community Satisfaction Surveys (SKM) in accordance with Republic of Indonesia Law Number 25 of 2009 concerning Public Services, the implementation of which is regulated in Minister of PAN and RB Ministerial Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys Public Service Delivery Unit. Customer Satisfaction Index (IKM) measurements are carried out periodically to assess the performance of service units and serve as a basis for formulating policies to improve the quality of public services. For the public, IKM provide an overview of the quality of service of the unit concerned.

Based on the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Providing Units, the number of elements used to measure IKM has been simplified from 14 to 9 elements that are relevant, valid and reliable. The nine elements of service are officer competency, availability of facilities and infrastructure, ease of procedures, speed of service time, fairness and transparency, security and comfort, openness of information, clarity of service costs, and politeness and friendliness of officers. The results of the community satisfaction survey carried out by BBPVP Medan can be displayed as follows:

Table 1. Table of Average Values per element

No	Unsur	Nilai Unsur SKM
1	Persyaratan	3,30
2	Prosedur	3,30
3	Waktu Pelayanan	3,12
4	Biaya/Tarif	3,85
5	Produk/layanan	3,31
6	Kompetensi Pelaksana	3,36
7	Perilaku Pelaksana	3,38
8	Penanganan Pengaduan, Saran dan Masukan	3,24
9	Sarana dan Prasarana	3,69
Rata Rata		3,39
Nilai IKM setelah dikonversi		84,75
Mutu Pelayanan		B
Kinerja Unit Pelayanan		Baik

Source: Community Satisfaction Surveys (SKM) BBPVP Medan

Based on the calculations above, the overall community satisfaction index for services at BBPVP Medan can be said to be in good condition. The SKM value for 2023 Semester II is 84.75, included in the interval value 76.61 – 88.30 and the Quality Category is "Good" in the performance of the service unit. The SKM value for 2023 increased by 2.57 from the SKM value for Semester I. The comparison of the IKM value from the end of the year (quarter IV) 2022 and Semester II 2023 is as follows:

Table 2. Development of IKM Values from 2022 -2023 Semester II

Keterangan	U1	U2	U3	U4	U5	U6	U7	U8	U9	NRR	IKM
Rata-Rata IKM Tahun 2022	3,24	3,24	3,19	3,39	3,27	3,34	3,19	3,1	3,29	3,25	81,13
Semester I Tahun 2023	3,14	3,16	2,93	3,92	3,16	3,25	3,24	3,16	3,63	3,29	82,18
Semester III Tahun 2023	3,30	3,30	3,12	3,85	3,31	3,36	3,38	3,24	3,69	3,39	84,75

Source: Community Satisfaction Surveys (SKM) BBPVP Medan

It is important to monitor the level of public satisfaction with public services through regular and ongoing surveys. The results of this survey analysis are used to evaluate public satisfaction, formulate policies related to public services, and monitor trends in the public services provided. Law Number 25 of 2009 concerning Public Services mandates improving the quality of services and ensuring the provision of public services in accordance with the principles of good governance by service providers. The main objective is to protect the rights of every citizen and resident from abuse of authority in the implementation of public services, including the basic needs of society.

Based on the results of interviews with job training program participants, it shows that they expressed satisfaction with the program they participated in. Participants experience increased competence and skills that have a positive impact on work productivity, helping them increase their ability to seek employment opportunities. Training participants said they were satisfied with the training services provided by BBPVP Medan which proved to be very effective because within a period of 1-2 months, participants could take competency-based exams held by the Professional Certification Institute. This shows that the training program does not only focus on theoretical learning, but also prepares participants to test and measure

their practical abilities according to their respective competencies and increase their opportunities in the world of work.

4. Supporting Factors, Inhibiting Factors, and Challenges of Implementing Training Programs

Based on data analysis from interviews and relevant document studies, the author identifies factors that support and hinder the effectiveness of job training programs at BBPVP Medan.

Factors that support the implementation of training programs at BBPVP Medan include adequate resources such as sufficient budget to support training activities, adequate facilities and infrastructure to support the teaching and learning process, as well as the presence of skilled and competent human resources such as instructors and administrative staff. . An adequate budget allows BBPVP Medan to provide quality training facilities, including the necessary equipment and materials. Adequate infrastructure includes comfortable classrooms, teaching materials and other supporting facilities that support an effective learning process. Apart from that, the presence of qualified instructors and administrative staff is also key in providing quality training and in accordance with established standards. Thus, these factors together support the success and effectiveness of the training program at BBPVP Medan.

Factors that hinder the effectiveness of training programs are employee discipline in adhering to schedules and attendance at training locations. Inconsistent attendance can affect the smoothness of the learning process and create challenges for scheduling and completing training materials effectively. In overcoming this obstacle, steps need to be taken to increase awareness of the importance of punctual attendance and discipline in utilizing the training opportunities provided. These findings provide insight into the factors that influence the training program implementation process, on the other hand there are challenges that need to be overcome to improve overall training outcomes.

Challenges in the boarding training program include cultural and cultural differences of participants, because training participants come from all over Indonesia, adaptation is required to differences in culture, culture, values, norms and cultural practices that can influence social interactions and learning in groups. In addition, other challenges arise from individual differences in learning comprehension. Managing variations in each participant's learning understanding, which requires a flexible approach to ensure that all participants can understand the material presented. By applying several approaches such as a more visual or practical learning approach, a theoretical or analytical approach, it is hoped that the chosen learning strategy can meet these diverse needs and provide the necessary support so that each participant can achieve optimal results from the training program.

Opportunities and Challenges in Global Competition

Globalization is a process that accelerates interaction between nations in various fields, such as politics, technology, economics, social and culture. This term is used to describe life phenomena that are interrelated and multidimensional (Santosa, 2004). Substantially, in facing globalization, organizations must be prepared to face various challenges resulting from changes that occur on a wider scale. In order to be able to compete in the era of globalization, organizations need to increase human resource capacity through continuous learning. This can be done by providing various learning resources such as books, learning media, experts, colleagues and training programs for human resources. Continuous efforts to improve

personal abilities are very important so that human resources are able to compete at the international level (Umar Chadhiq, 2006).

The era of globalization requires every country to be able to compete in various fields such as politics, technology, economics, social and culture, both at the intraregional and international levels (Adianto & Fedryansyah, 2018). Indonesia has a great opportunity with the Demographic Bonus which is predicted to occur in 2045. With a large number of human resources, the government and related stakeholders have the responsibility to direct these human resources according to the needs of the job market, including independent businesses (entrepreneurship) and the field work in industry. Therefore, this demographic bonus must be accompanied by the availability of the job market so that supply and demand in the employment sector are balanced. If the supply and demand for labor matches expectations, this will be a source of economy and development for Indonesia. However, if it is not balanced, this can result in social and economic problems.

Based on the results of research conducted by researchers, it was found that BBPVP Medan as the organizer of the training program continues to collaborate with various stakeholders such as regional employment services, industry, the Training & Industry Institute Communication Forum (FKLPI), PINDO, KADIN, and others to face the challenges of competition. global. This collaboration aims to ensure that the training provided is always relevant and in line with the needs of the dynamic job market. By working together, BBPVP Medan can access the latest resources, technology and knowledge from the industry, and ensure that trainees gain the skills necessary to compete effectively in the global job market. Apart from that, this collaboration also helps in developing an up-to-date or current curriculum and increases job opportunities for training program graduates. This is a strategic step to prepare Indonesian workers who are competent and ready to face future challenges.

The demographic bonus that Indonesia can enjoy is an opportunity to optimize human resources according to job market needs. Therefore, training is very important to prepare skilled human resources that suit market needs (link and match). The Training & Industry Institute Communication Forum (FKLPI) participates in integrating training activities according to the needs of the business world and the industrial world, as well as providing information on job vacancies from industry to job seekers, especially BBPVP Medan graduates.

Globalization has given rise to various new competencies and demands the importance of competency certification and not just diplomas. BBPVP Medan is supported by BNSP in the competency certification process. This support ensures that trainees receive certification that is recognized nationally and internationally, increasing their credibility and competitiveness in the job market. With competency certification from BNSP, training graduates have concrete evidence of the skills and knowledge they have acquired, which is very valuable in finding work or improving their careers in related industries. According to Wardhana (2014), recognition of work competency through competency certification is recognition of a person's achievements in carrying out certain work in accordance with competency standards set by the authorized agency. A competency certificate is a legal result that provides legitimacy (Sugianingrat et al., 2021).

Globalization brings a number of opportunities and challenges, which depend on the preparation efforts undertaken. These opportunities include opportunities for human resources to work abroad, take advantage of international business, and increase interaction between countries involving the transfer of capital, technology and labor. However,

globalization also creates problems when human resources and the business world are not ready or do not have a bargaining position in facing the challenges that arise in increasingly tight global competition. The challenges faced by Human Resources (HR) in the era of globalization include high unemployment rates, competition between humans and machines, and increasingly high demands for competence in jobs which are often replaced by technology.

According to Noe in Siti Khoiriyah (2001), there are four challenges faced along with the arrival of the current era of globalization. First, a quality challenge is an institutional effort to meet the need for quality products or services. Second, the global challenge is the ability of institutions to face market expansion to global markets and prepare human resources to work abroad. Third, social challenges include employee diversity management, changes in workforce composition, and improving skills in reading, writing and mathematics. Fourth, the high performance work system challenge is the integration of new technology with effective work design within the company (Umar Chadhiq, 2006).

Based on data analysis from interviews with instructors and training participants, it can be concluded that this training program aims to improve the quality of human resources (HR) so that they have competitiveness, not only at the national level but also on the international stage, especially in industries involving countries. countries such as Thailand, Vietnam, China, and others. One example of an industry that competes fiercely with these countries is the manufacturing industry. Through this program, participants gain the skills and knowledge necessary to compete globally. The participants are confident that they can compete globally because they have been optimally facilitated through this program, which includes intensive training and competency certification. However, success in international competition also depends on the willingness and diligent efforts of each participant to continue learning and developing themselves. Personal motivation and commitment to competing in the global marketplace are essential to achieving success. BBPVP Medan provides the necessary facilities and support, but the end result depends on the participants' dedication and hard work in taking advantage of the opportunities available.

Personality Ability to Respond to Global Competition

The term "personality" comes from the Latin "persona" which means mask, which is used by actors to depict a person's character or personality. According to Kartini Kartono and Dali Gulo in Sjarkawim, personality is the characteristic traits and behavior that differentiate a person from other people. Personality is a combination of a person's characteristic structure, behavior patterns, interests, attitudes, abilities and potential, and includes all aspects of a person's self that are known to other people (Prasnoto, 2004). Robbins and Judge (2011: 169) explain that personality is a combination of dynamic psychological systems within an individual, which determine how the individual adapts uniquely to his environment. They also stated that personality is the result of all the ways an individual responds and interacts with other people (Wijaya, 2017).

Rivai and Mulyadi describe personality as a collection of psychophysical systems that determine how a person uniquely adapts to their environment. They also explain that personality is the sum of all an individual's actions and interactions with other people. Furthermore, personality is a set of stable characteristics and tendencies that determine the general traits and behavioral differences of a person, often identifiable in the form of traits that can be measured and displayed by the individual. From this definition it can be

concluded that personality is a complex and dynamic psychophysical system within an individual, consisting of psychological and physical aspects that interact with each other to direct individual behavior. This personality determines how individuals adapt to their environment, which is reflected in their unique behavior that differentiates them from other people. This behavior can influence the quality or performance of individuals in certain contexts. In other words, personality is a characteristic possessed by every individual which includes ethics and morals, and is able to influence the progress or decline of an organization.

In the era of globalization, competition is increasingly fierce and is no longer limited to geographic areas. To be able to compete in the global market, individuals need to have strong personality abilities, so personality has an important role in facing the challenges of global competition. According to Noe in Siti Khoiriyah (2001), there are four challenges that have emerged with the presence of the current era of globalization. These four challenges include quality challenges, global challenges, social challenges and high performance work system challenges (Umar Chadhiq, 2006). The various types of challenges that have been mentioned need to be faced using existing abilities and potential. Therefore, preparing quality human resources is very important to be able to compete effectively in facing the challenges described previously (Marayasa et al., 2023).

Therefore, education and job training are two things that have an important role in preparing individuals to be successful in the competitive and growing world of work. In the era of globalization and technological progress, the demand for relevant skills and competencies is increasing. With proper job training, employees can face job tasks more prepared and confident, reducing the risk of errors and increasing their productivity. Efficient job training can also increase employee loyalty to the organization because they feel valued and supported in their professional development.

Based on the research results, it can be seen that boarding training participants at BBPVP Medan experienced an increase in personal abilities or personality through a training program designed to align technical skills with the development of professional attitudes. Apart from receiving intensive training in technical skills relevant to industry, such as the manufacturing industry and other fields, participants are also involved in activities such as roll calls which emphasize the values of discipline. This program provides opportunities for participants to not only improve their technical skills, but also hone their ability to adapt, work in teams, and communicate effectively. This includes developing leadership, teamwork and critical thinking skills which are critical in today's global work environment.

BBPVP Medan emphasizes the importance of three main competency aspects: skills, knowledge and attitudes. Technical skills are taught through careful instruction and practical exercises, while knowledge is gained through the study of theory and its practical application. Apart from that, this program also instills the attitudes needed to succeed in a professional career, such as integrity, role modeling and creativity. Thus, participants are not only ready to enter the competitive local job market, but also have the readiness and confidence to compete globally. Through this training program, BBPVP Medan contributes significantly to increasing the potential and competitiveness of Indonesian workers on an international scale, as evidenced by the 94 training participants who work on an international scale.

CONCLUSION

Based on the research results, it can be concluded that the training program at BBPVP Medan not only aims to improve participants' technical skills, but also develops personal abilities which are very important on a global scale. Trainees benefit from training programs

that include the development of skills, knowledge and professional attitudes. This prepares them to succeed in an increasingly competitive and dynamic job market, both at national and international levels. BBPVP Medan plays an important role in increasing the potential and competitiveness of Indonesian workers by organizing programs that are relevant and responsive to industry needs. Through collaboration with various parties such as local government, industry, and other related institutions, BBPVP Medan ensures that training participants not only acquire the necessary technical skills, but also gain an understanding of the importance of discipline, teamwork, and adaptation to various cultures in the world. global context. The training program at BBPVP Medan not only produces technically skilled graduates, but also professionals who are ready to face global challenges, encourage innovation, and contribute positively to Indonesia's economic and social development at the global level. Thus, the BBPVP Medan boarding training program is effective in preparing participants to face the challenges of global competition.

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