ABSTRAK

Skripsi dengan judul "Pengaruh Potensi Wilayah dan Peluang Usaha Terhadap Efektivitas Program Pelatihan di Unit Pelaksana Teknis Balai Latihan KerjaTulungagung" yang ditulis oleh Fera Dia Ayuningtiyas, NIM 126402202101, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Pembimbing Sri Eka Astutiningsih, SE., M.M.

Penelitian ini dilatar belakangi oleh besarnya jumlah angkatan kerja yang menganggur di Indonesia merupakan salah satu masalah serius yang dihadapi pasar tenaga kerja. Strategi untuk meningkatkan penyerapan tenaga yang tidak sesuai bidangnya dengan cara mengikuti pelatihan kerja.

Penelitian ini berfokus pada : (1) Bagaimana pengaruh potensi wilayah terhadap efektivitas program pelatihan kerja di Unit Pelaksana Teknis Balai Latihan Kerja? (2) Bagaimana pengaruh peluang usaha terhadap efektivitas program pelatihan kerja di Unit Pelaksana Teknis Balai Latihan Kerja? (3) Bagaimana pengaruh potensi wilayah dan peluang usaha terhadap efektivitas program pelatihan kerja di Unit Pelaksana Teknis Balai Latihan?

Teknik yang digunakan dengan metode Penelitian ini mengandalkan metode survei dengan pengumpulan data primer melalui kuesioner yang memungkinkan hasilnya untuk digeneralisasikan. Data yang diperoleh dianalisis dengan menggunakan pendekatan statistik berbasis Partial Least Square (PLS-SEM) melalui perangkat lunak SmartPLS untuk memperoleh suatu kesimpulan.

Berdasarkan temuan ini, dapat disimpulkan bahwa potensi daerah memiliki dampak signifikan terhadap efektivitas program pelatihan di UPT BLK Tulungagung. Namun, peluang usaha tidak memiliki dampak signifikan terhadap efektivitas program pelatihan, yang menunjukkan bahwa keberadaan peluang usaha tidak menjamin keberhasilan pelatihan.

Kata Kunci : Balai Latihan Kerja, Potensi Wilayah, Peluang Usaha

ABSTRACT

Thesis entitled "The Influence of Regional Potential and Business Opportunities on the Effectiveness of Training Programs at the Technical Implementation Unit of the Tulungagung Job Training Center" written by Fera Dia Ayuningtiyas, NIM 126402202101, Sharia Economics Study Program, Faculty of Islamic Economics and Business, Supervisor Sri Eka Astutiningsih, SE., M.M.

This research is motivated by the large number of unemployed workers in Indonesia which is one of the serious problems facing the labor market. The strategy to increase the absorption of workers who are not in their fields is by participating in job training.

This research focuses on: (1) How does regional potential affect the effectiveness of job training programs at the Technical Implementation Unit of the Job Training Center? (2) How do business opportunities affect the effectiveness of job training programs at the Technical Implementation Unit of the Job Training Center? (3) How do regional potential and business opportunities affect the effectiveness of job training programs at the Technical Implementation Unit of the Job Training Center?

The technique used with this research method relies on the survey method with primary data collection through questionnaires that allow the results to be generalized. The data obtained were analyzed using a statistical approach based on Partial Least Square (PLS-SEM) through SmartPLS software to obtain a conclusion.

Based on these findings, it can be concluded that regional potential has a significant impact on the effectiveness of training programs at UPT BLK Tulungagung. However, business opportunities do not have a significant impact on the effectiveness of training programs, which indicates that the existence of business opportunities does not guarantee the success of training.

Keywords : *Vocational Training Centre, Regional Potential, Business Opportunities*