

ABSTRAK

Skripsi dengan judul “Pengaruh Kebutuhan Minat, Dan Media Massa Terhadap Keputusan Mengikuti Pelatihan Kerja di Unit Pelaksanaan Teknis Pelatihan Kerja Kabupaten Tulungagung”. Penelitian ini ditulis oleh Rian Adi Putra, NIM. 1742143226, Fakultas Ekonomi dan Bisnis Islam, Jurusan ekonomi syariah, Institut Agama Islam Negeri Tulungagung dibimbing oleh Dr. Kutbuddin Aibak, S.Ag., M.H.I

Penelitian ini dilakukan di Unit Pelaksanaan Teknis Pelatihan Kerja Tulungagung dan dilatarbelakangi oleh banyak masyarakat dituntut harus memiliki kemampuan ataupun keahlian dalam pekerjaannya

Rumusan masalah dalam penulisan skripsi ini adalah Berdasarkan latar belakang tersebut di atas, maka dapat diambil beberapa pokok masalah: (1) Apakah terdapat pengaruh kebutuhan terhadap mengikuti pelatihan kerja di unit pelaksanaan teknis pelatihan kerja Tulungagung. (2) Apakah terdapat pengaruh minat terhadap keputusan mengikuti pelatihan di unit pelaksanaan teknis pelatihan kerja Tulungagung. (3) Apakah terdapat pengaruh media massa terhadap mengikuti pelatihan di unit pelaksanaan teknis balai pelatihan kerja Tulungagung. (4) Apakah terdapat pengaruh secara bersama-sama antara pengaruh kebutuhan, minat dan media massa terhadap keputusan mengikuti pelatihan di unit pelaksanaan teknis pelatihan kerja Tulungagung.

Hasil Penelitian menunjukkan variabel kebutuhan tidak memiliki pengaruh terhadap keputusan mengikuti pelatihan kerja yang ditunjukkan dengan nilai t hitung sebesar 1,623 yang kurang dari nilai t tabel dan nilai $sig.$ Lebih dari 0,05. Hasil Penelitian dari variabel minat memiliki pengaruh positif dan signifikan terhadap keputusan mengikuti pelatihan kerja yang ditunjukkan dengan nilai t hitung lebih sebesar 2,150 yang lebih dari nilai t tabel dan $sig.$ Kurang dari 0,05. Hasil penelitian dari variabel media massa memiliki pengaruh positif dan signifikan terhadap keputusan mengikuti pelatihan kerja yang ditunjukkan dengan nilai t hitung sebesar 4,282 yang lebih besar dari nilai t tabel dan $sig.$ kurang dari nilai 0,05. Hasil penelitian secara simultan atau secara bersama-sama menunjukkan bahwa kebutuhan, minat dan media massa memiliki pengaruh terhadap keputusan mengikuti pelatihan kerja yang ditunjukkan dengan nilai F hitung sebesar 44,288 yang lebih besar dari F tabel dan nilai $sig.$ kurang dari 0,05. Hasil uji determinasi menunjukkan 0,622 yang diartikan keputusan masyarakat atau siswa yang mengikuti pelatihan dapat dijelaskan oleh kebutuhan, minat dan media massa sebesar 62% sedangkan sisanya dijelaskan oleh variabel lain.

Kata Kunci: Kebutuhan, Minat, Media Massa dan Keputusan Mengikuti Pelatihan kerja.

ABSTRACT

Thesis with the title "The Influence of Interest Needs, and Mass Media Towards the Decision to Participate in Job Training in Tulungagung Regency Job Training Technical Implementation Unit". This research was written by Rian Adi Putra, NIM. 1742143226, Faculty of Economics and Islamic Business, Department of Islamic economics, Tulungagung State Islamic Institute, guided by Dr. Kutbuddin Aibak, S.Ag., M.H.I

This research was carried out in the Tulungagung Job Training Technical Implementation Unit and was motivated by many communities being required to have the ability or expertise in their work

The formulation of the problem in writing this thesis is based on the background above, it can take several main problems: (1) Is there any influence on the need for job training in the technical training unit of Tulungagung job training. (2) Is there any influence of interest in the decision to take part in training at the technical training unit of Tulungagung work training. (3) Is there any influence of the mass media on training in the technical training unit of the Tulungagung job training center. (4) Is there a joint influence between the influence of needs, interests and the mass media on the decision to attend training in the technical training unit of Tulungagung job training.

The results of the study showed that the need variable did not have an influence on the decision to attend the job training as indicated by the value of t count of 1,623 which was less than the value of t table and sig value. More than 0.05. The results of the study of interest variables have a positive and significant influence on the decision to participate in job training which is indicated by the value of t counts more than 2.150 which is more than the value of t table and sig. Less than 0.05. The results of the variables of mass media have a positive and significant influence on the decision to take part in job training as indicated by the t count of 4.282 which is greater than the value of t table and sig. less than 0.05. The results of the study simultaneously or together show that the needs, interests and mass media have an influence on the decision to participate in job training as indicated by the calculated F value of 44.288 which is greater than F table and sig value. less than 0.05. The result of the determination test shows 0.622 which means that the decision of the community or students who take part in the training can be explained by needs, interests and mass media by 62% while the rest is explained by other variables.

Keywords: Needs, Interests, Mass Media and Decision to Follow Job Training.