

ABSTRAK

EFEKTIVITAS *WEBSITE JOBSTREET.CO.ID* TERHADAP KEBUTUHAN INFORMASI LOWONGAN KERJA (Studi Kasus Pada *Fresh Graduate* di Bandar Lampung)

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Saat ini masih tingginya tingkat pengangguran di Indonesia dan adanya keterbatasan untuk mencari informasi lowongan kerja bagi *fresh graduate* sehingga membutuhkan aplikasi atau sistem yang dapat merekomendasikan mereka dalam memilih lowongan pekerjaan. Penelitian ini bertujuan untuk mengetahui tingkat efektivitas *website jobstreet* sebagai portal pencari kerja terhadap kebutuhan informasi *fresh graduate* di Bandar Lampung. Jenis penelitian menggunakan *explanatory research* dengan pendekatan kuantitatif dengan objek penelitiannya ialah *fresh graduate* di Bandar Lampung. Data dikumpulkan menggunakan kuesioner dengan sampel 100 responden. dianalisis secara deskriptif menggunakan program SPSS versi 26. Hasil uji regresi linear sederhana antara variabel efektivitas *website jobstreet* dengan variabel kebutuhan informasi diperoleh nilai signifikansi sebesar $<0,001$ dengan besaran t-hitung $>$ t-tabel yaitu $13,310 > 1,661$ sehingga dapat diartikan bahwa terdapat pengaruh yang positif dan signifikan antara efektivitas *website jobstreet* dengan kebutuhan informasi. Angka koefisien regresi bernilai sebesar 0,189 yang berarti bahwa setiap penambahan 1% tingkat efektivitas *website* (X) maka kebutuhan informasi (Y) akan meningkat sebesar 0,189. Hasil perhitungan efektivitas menunjukkan bahwa *website jobstreet* dinilai sangat efektif dalam memenuhi kebutuhan informasi penggunaannya dengan nilai efektivitas sebesar 87%.

Kata Kunci: Efektivitas *Website*, Kebutuhan Informasi, *Jobstreet*

ABSTRACT

THE EFFECTIVITY OF JOBSTREET.CO.ID'S WEBSITE ON THE NEED OF JOB VACANCY INFORMATION (Case Study of Fresh Graduates in Bandar Lampung)

By

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Currently, the unemployment rate in Indonesia is still high and there are limitations in finding information about job vacancies for fresh graduates, so they need an application or system that can recommend them in choosing which job vacancies. This research aims to find out the degree of effectiveness of jobstreet websites as a job search portal to the need of job vacancy information for fresh graduation in Bandar Lampung. This type of research is exploratory research with a quantitative approach to its research object is a fresh graduate in Bandar Lampung. Data were collected using a questionnaire with a sample of 100 respondents. It is descriptively analyzed using the SPSS version 26 program. Simple linear regression test results between the jobstreet website effectiveness variable and the need of job vacancy information variable was a significance value of 0.001 with a t-count of $t > t\text{-table}$ of $13,310 > 1,661$ so that it could be interpreted that there was a positive and significant effect between jobstreet website effectiveness and information needs. The regression coefficient is 0.189 which means that every 1% increase in website effectiveness (X) will increase the information requirement (Y) will increase by 0.189. The effectiveness calculation results show that the jobstreet website is considered to be very effective in meeting the user's information needs with an effectiveness score of 87%.

Keywords: Website Efficiency, Information Requirements, Jobstreet