

SWOT ANALYSIS OF THE BOGOR CAREER CENTER PROGRAM AT THE BOGOR DISTRICT EMPLOYMENT OFFICE

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Abstract

Background - The Bogor Career Center (BCC) program is a strategic initiative of the Bogor Regency Employment Service to bridge local workforce needs with job opportunities. In its implementation, BCC faces challenges in the form of labor market dynamics and the need for integration with technology. SWOT analysis is used to identify strengths, weaknesses, opportunities and threats in order to formulate adaptive and sustainable strategies

Purpose - This research aims to analyze the internal and external factors that influence the success of the BCC Program and provide relevant strategic recommendations based on the results of the analysis.

methodology - This research uses a qualitative descriptive approach with in-depth SWOT analysis. Data was obtained through in-depth interviews with stakeholders, analysis of program documents, and direct observation. The SWOT matrix is used to develop development strategies.

Findings - This research found that the Bogor Career Center (BCC) Program was successful in strengthening cross-sector collaboration which had a positive impact on workforce absorption. However, limited resources and program promotion are the main obstacles. Great opportunities were identified in the use of digital technology to expand program access and efficiency, while threats emerged from competing online recruitment platforms and uncertainty over government policy.

Originality - This research offers new insights into SWOT analysis of collaboration-based employment programs, highlighting the importance of digitalization to increase program effectiveness and adaptation in the industrial era 4.0. These findings are relevant for policy makers to design more innovative and sustainable strategies.

Keywords: Bogor Career Center, employment, strategy development, SWOT
