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Special Edition on Bintuni

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Unlocking the Economic Potential Bintuni Bay Area
Youth to youth empowerment:

Unlocking the potentials of Bintuni Bay Area, West Papua

The programme provides internship opportunities for university students to upgrade and improve the operational systems and human resources of local companies by providing assistances in designing a better working system, including necessary instruments required by the companies. This programme is conducted in collaboration with Student Job, a youth network, and the Association of Advancement of Small Business (PUPUK).
THIS special edition of “Human Stories and Best Practices” documents and compiles inspiring and life-changing experiences from university students of Java island participating in the internship programme to share knowledge and expertise with people of Papua in Bintuni Bay Area, particularly Papuan youths.

To promote employability and entrepreneurship among Papuan youths in Bintuni Bay Area of West Papua, the ILO and BP, one of the world’s leading oil and gas companies, has developed a public-private partnership. The aim of this partnership is to strengthen and enhance business management and development of three companies facilitated and established by BP in Bintuni area.

Under the Tangguh Indigenous Development Programme (TIEDP), BP in collaboration with its local implementing agency, has facilitated the development and start-up of enterprises, namely:

- PT Subitu Inti Konsultan (PT SIK), a business development service and training provider.
- PT Subitu Kreasi Busana (PT SKB), a garment business.
- PT Subitu Karya Teknik (PT SKT), an air conditioning service business.

To further improve and enhance business management, administration and development, the ILO and BP has developed an internship programme named Youth to Youth Empowerment. This programme focuses on knowledge sharing and skill development from university students/college graduates to assist the Papuan youths in Bintuni Bay Area.

The programme provides internship opportunities for university students to upgrade and improve the operational systems and human resources of these companies by providing assistances in designing a better working system, including necessary instruments required by the companies. This programme is conducted in collaboration with Student Job, a youth network, and the Association of Advancement of Small Business (PUPUK).

In addition, the programme provides skills training opportunity for Papuan youth working at PT SKT to enhance their technical skills in air conditioning service at the training center of Yayasan Matsushita Gobel Indonesia, a leading electronic company based in the capital city of Jakarta.

Under the internship programme, six university students are sent to West Papua to provide assistance and build the management system in industrial engineering, human resources, marketing communications, accounting and business legal. Meanwhile, a total of 12 young Papuan technicians are sent to Jakarta to join the air conditioning service skills training. ●
Abdul Rahim Bauw: Continue learning and strive to be more skilled

Being able to join the skills training in Jakarta has made Abdul Rahim Bauw striving for more. He wishes to continue learning and improving his working skills as an air-conditioner technician.

Abdul Rahim Bauw, 23 years old, one of the indigenous Papuan technicians at the PT Subitu Karya Teknik (PT SKT), an air conditioning service business located at Bintuni Bay Area, carefully places his air-conditioning cleaning equipment back to the storage room. He neatly arranges the equipment and reports his working schedule for administration.

Abdul is one of 12 young Papuan technicians who just returned from the capital city of Jakarta after joining the 3-week skill training and certification at the training center of Yayasan Matsushita Gobel Indonesia, a leading electronic company based in Jakarta.

Abdul went to Jakarta with his five fellow workers, joining the first batch of skill training from end of September to early October 2017 for installing, maintaining and repairing home appliance air conditioner. Meanwhile under the second batch, another six technicians were sent to learn more about industrial air conditioners in October 2017.

His hard work yielded a result with Abdul being the best student and the highest score. He has also passed the examination and has gained a nationally recognized certification based on the Indonesia’s National Work Competence Standard (SKKNI) by the National Authority for Profession Certification (BNSP).

The certification has made Abdul and his other 11 fellow workers the first certified technicians in Papua. This has also made PT SKT the first company in Papua with certified technicians that provide professional air-conditioning services with after-service and – sale supports.

““The technicians are now more independent and skillful. Before I have to accompany and guide them performing their tasks. Now, they already can manage and perform their tasks themselves. They can also directly interact with customers and solve the problems they face with the customers themselves,” explained Achmadi, Operational Manager of PT SKT, who is in charge of supervising the technicians.

Everyday Abdul is capable of performing two orders, depending on the location. As an unemployed youth before working at PT SKT, he really appreciates the skills development and certification opportunities that he has received.

“I have learned new skills and gained new knowledge when participating in the skills training. I liked the training atmosphere and appreciated the competent instructors that had ensured all the trainees be capable in following and understanding the training materials.”

After four months being the SKT technician, he desires to continue learning and improving himself.

“I strive to continue improving my skills. I want to go to the next level and improve my repairing skills. I want to be a more skilled worker,” he wished. ✿
Muhammad M. Habibi: Smoother transition from university to the world of work

The internship programme in Bintuni Bay Area of West Papua has changed the perception of Muhammad M. Habibi about Papua. He is even transformed and becomes more appreciative with the Papuan culture.

When learning about the 3-month internship opportunity in Bintuni Bay Area, West Papua, without any hesitation, Muhammad M. Habibi, 23 years old, sent his application and turned down other job offer that he received. Majoring in psychology, he was a fresh graduate from Diponegoro University, Semarang, Central Java.

The internship programme is a joint ILO-BP programme named Youth to Youth Empowerment, aimed to assist Papuan youth in Bintuni Bay Area with knowledge sharing and skill development by university students/college graduates. This programme is conducted in collaboration with Student Job, a youth network, and the Association of Advancement of Small Business (PUPUK).

During the internship, he was assigned to develop an instrument of selection and management of human resources for the two start-up companies established and facilitated by BP: PT Subitu Inti Konsultan (PT SIK), a business development service and training provider and PT Subitu Kreasi Busana (PT SKB), a garment business.

He soon learned that it was not easy to develop and introduce a more systematic human resource management for the indigenous Papuan workers. Most of the workers have a low educational level, are not used to work schedules and habits as well as have a lack of understanding about work ethics.

“Punctuality, working schedules and absenteeism were the most challenging matters for the local workers here. They need to be constantly assisted, particularly at the beginning and I learned that I should convey my messages about various official matters in terms and languages that they could understand,” told Habibi.

During his interaction with local Papuans, he learned that most of the workers were highly motivated to learn and to work. He also learned that Papuans were the opposite of stereotypes that he often heard in his hometown, Semarang.

“The more I know them, I was surprised how kind and
approachable they are. They are also motivated to learn. They just need to be assisted more constantly and they need time to get used to working schedules and habits. I also learned so much from them and be more appreciative with their way of living and culture,” he added.

Achmadi, Operational Manager of PT SKT, appreciated the assistance given to strengthen the office management system. He admitted that some habitual changes have happened. “The technicians are more discipline in following working procedures and schedules. Before it was common to have high absenteeism after pay day. Now, they understand that they have obligation to the company and customers,” he said.

Armin Kaitam, 23 years old, one of young Papuan technicians of PT SKT, said that he has been working for PT SKT for four months. Every day he can perform one or two orders, depending on the location. “I have learned about work responsibilities to be in and out of the workplace according to the schedule,” he admitted.

Learning from his experience during this 3-month internship, Habibi believes that he is now more ready to enter the real world of work. “I have blessed to have this opportunity. This is my first experience dealing with human resource issues. If I can survive here in Papua, I will definitely survive in Java. This experience has made my transition from university to the world of work easier,” he concluded.

M. Ken A. Irwansyah: Breaking the traditional customs, empowering local women

An opportunity to empower local women in Bintuni Bay Area of West Papua has motivated M. Ken A. Irwansyah to continue sharing what he has learned from the university.

The time was about 8.15 am on Wednesday, 4 October, at PT Subitu Kreasi Busana (PT SKB), a garment printing business, in Bintuni Bay Area, West Papua. All of the 21 seamstresses gathered together in the production area, listening attentively to the morning briefing presented by Wawan Karwana, the Operational Manager of PT SKB, and Ken A. Irwansyah, an intern who has helped improving the operational system of PT SKB for the last three months.

PT SKB is one of the three start-up companies under the Tangguh Indigenous Development Programme (TIEDP) established and facilitated by BP in collaboration with its local...
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Wawan reminded about the work schedules and targets, while Ken, 21 years old, motivated them to continue upholding the work ethics and following the procedures. The morning briefing was concluded with prayer before all the workers went back to their own work station.

“All the workers here are already like my family. I feel emotionally attached to them. I can talk to them and they know that they can openly talk to me. This is really a life-time experience for me not only I can apply what I have learned at the university, but I have also learned from them,” said Ken, who is still finishing his last semester at Maulana Malik Ibrahim State Islamic University of Malang, East Java.

Majoring in psychology, Ken was assigned to strengthen work ethics of the employees and enhance working spirits and motivation. He learned that most of the woman workers still faced difficulties in balancing between workplace and family responsibilities. In addition, working women are not yet common in Bintuni Bay Area. The role of women are still limitedly to take care of their families.

“To break this traditional custom, we have tried to find ways that could be motivated not only the workers but also their families. Their families should also understand the obligations that should be borne at the workplace,” told Ken.

An office visit programme was then conducted by inviting workers’ family members to the office. The family members were given a tour around the office, were shown the working station where their family member works every day and were introduced to work environment and atmosphere.

In addition, motivational sessions were conducted by inviting community and religious leaders. These leaders provided better understandings to the workers about the meaning of job and work. The sessions also included supervisors and managers who have long stayed in Papua and are closed with local communities of Bintuni.

Herda Nega, one of the indigenous Papuan workers, greatly appreciated the assistance given by the university interns. Before working at the PT SKB, she opened a small food stall. She has now worked for two years and she admitted she has noticed an improvement in her work performance and motivation.

“I now come to work earlier as I know that I have to be on time at work. I am more careful when performing my work. I clean and tidy my working station as well as am more capable of managing my work flow, filling the required reporting forms and interacting with customers or clients,” exclaimed Herda, adding that she has learned a lot and be more competent.

With her improved skills, she even has a dream for her future. “Because of my work I could go to Bandung, West Java, to learn how to sew. I hope that I can open my own business someday and become the supplier for PT SKB,” she added.

Positive changes and improvements that start to happen are priceless for Ken. After finishing the 3-month internship, he hopes that he could continue the internship for the second-term. “I just want to finish what I have started. This is the foot-print that I want to leave here,” he said.

The internship programme is a joint ILO-BP programme named Youth to Youth Empowerment, aimed to assist Papuan youth in Bintuni Bay Area with knowledge sharing and skill development by university students/college graduates. This programme is conducted in collaboration with Student Job, a youth network, and the Association of Advancement of Small Business (PUPUK).
Baptista Ezra D. Suryananda:
Making digital and traditional marketing work together

As part of the millennial generation, Baptista Ezra D. Suryananda has grown alongside advancements in technology and media platform. Yet, he made it work for Bintuni Bay Area by combining digital and traditional ways of marketing.

Yuliance Trorba, customer relation staff at the retail shop of PT Subitu Kreasi Busana (PT SKB), a garment printing business, in Bintuni Bay Area, West Papua, was busy updating the customers and marketing registration records of PT SKB. Together with Baptista Ezra D. Suryananda, an intern in charge of marketing development and programme, she ensured that detailed contacts and information of each customer were well-registered.

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Ezra, he was used to be called, was one of the interns participating in the joint ILO-BP apprenticeship programme named Youth to Youth Empowerment for three months, aimed to assist Papuan youth in Bintuni Bay Area with knowledge sharing and skill development by university students/college graduates. This programme is conducted in collaboration with Student Job, a youth network, and the Association of Advancement of Small Business (PUPUK).

Majoring in business administration with specialization in Marketing at the University...
of Indonesia, Ezra was assigned to develop marketing plans, researches and activities. He was also assigned to improve the registration system particularly for customers and cliental services.

“My main assignment during this internship was to improve market demands for garment products produced and to enhance the brand awareness of Subitu,” told Ezra who is now in his last year of college.

Yet, he soon realized that it was not an easy task. As part of the millennial generation who have grown alongside advancements in technology and media platform, Ezra learnt that he had to switch his marketing strategy by going back to the traditional marketing.

“This is a challenge that has really opened my eyes and pushed me to learn about the conventional marketing that I am not used to. I used to work fast with social media and everything is about digitalization,” he recalled.

He was then created some innovative marketing ideas, combining traditional and digital marketing strategies. In addition to open stands during public events and to directly visit governmental offices to offer the products, he also conducted sales event through social media.

“With the help of PT SKB staff, we promoted our sales using our own social media accounts and we were surprised with the enthusiasm and responses from customers,” he said. Some other marketing plans included the marketing event on sports like Subitu Cup and the development of customer loyalty cards.

He was also inspired the marketing staff of Subitu to be more persuasive and talkative persuading customers to buy the products. “I conducted a role play on how to offer the products and how to identify markets. We have a good response from local Papuans who also take a pride in Subitu products as locally made products in Papua,” Ezra said, adding the internship has made him learnt more about Papua and more independent.
Inspired by the openness and enthusiasm of workers he met in Bintuni Bay Area of West Papua during his internship programme, Ismid Maulana is challenged to transfer his knowledge and expertise to other SMEs.

“For the stock card every time we receive new materials, and please attach this tag to products that should be returned to the production unit for repair,” explained Ismid Maulana, an intern in charge of the production system and control, to Penina Wersin, an indigenous Papuan staff who is in charge of quality control and inventory at PT Subitu Kreasi Busana (PT SKB), a garment printing business, in Bintuni Bay Area, West Papua.

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Participating in a 3-month internship programme, Ismid was assigned to improve management system and facility requirements, quality control, production flow and occupational safety and health. Majoring in management manufacture, he is now enrolled in master degree of Gunadarma University of Jakarta.

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I feel a challenge to provide assistance to SMEs as the backbone of the Indonesian economy. I learned that the workers are eager to learn and they are willing to participate. They just need time and assistance. And, I am interested to learn more about SMEs.

“I just finished my internship at the United Tractor and was about to start my thesis when I learnt about this valuable opportunity to work in Papua. This is like a dream comes true for me as I never imagine myself working in Papua and this is also the farthest travel I have ever done domestically,” told Ismid.

For the internship, he developed standard operational procedures for six production units of PT SKB. He also rearranged the production flows and lines as well as the implementation of OSH, particularly the usage of safety gears. As a result, no more chaos of samples, threads and patterns scattered around the workspaces. A neat storage room and systematic production lines have been created to make it easier for workers to access materials they need to meet work orders.

Wawan Karwana, Operational Manager of PT SKB with 20-year experience working as garment business development, appreciated the systematic production lines created. “With more systematic production flows and lines, workers did not have to move around or even move from room to room to finish their tasks. The operational system is now well-ordered and effective,” he said.

More effective work procedures are also felt by Penina. She was used to make her own system, managing her own tasks. But now, with new recording and registration system, she can do her work faster and easier.

“Now we have three registration books for orders, retail and materials. We have daily and monthly reporting systems. We also have tags to separate rejected products and products that can be repaired. These systems improve the quality of the products,” she added.

The internship programme has brought positive changes to Ismid. “I learn to be more persuasive and to be more personal,” he said. He is also inspired to learn more about methods to assist small-sized and medium-sized enterprises in the country to be more competitive and productive.

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As part of the effort to unlock and enhance the entrepreneurship spirit of indigenous Papuans in Bintu Bay area, the ILO in collaboration with BP and PUPUK, conducted a Training of Trainers (ToT) on Start and Improve Your Business (SIYB) in October 2017. Around 22 participants from various organizations participated in the ToT.

The participants expressed their appreciation to the participatory training methods and practical exercises. They were also committed to conduct follow-up action plans presented at the end of the ToT. Most of the participants pledged to continue disseminating what they have learnt to beneficiaries in surrounding villages of Bintuni Bay Area.

The ILO’s SIYB programme is an easy-to-use business management skills training programme that strengthens the capacity of local business development service (BDS) providers to effectively and independently implement business start-up and management training for small-scale entrepreneurs. In Indonesia, the SIYB programme was introduced in 2002.