

SERVICE COLLABORATION FOR INCREASING THE QUALITY OF INDONESIAN MIGRANT WORKERS IN THE PLACEMENT OF MALAYSIA INDEPENDENT COUNTRIES WITHIN MARKETING STRATEGIES

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ABSTRACT Working and the freedom to choose work is one of the rights of Indonesian citizens protected by law. To fulfill the mandate of this law, one of the efforts made by the government is to open up opportunities to work abroad because of limited job opportunities within the country. To take advantage of work opportunities abroad, it is deemed necessary to develop marketing strategies and programs for Indonesian Migrant Workers called PMI (Pekerja Migrant Indonesia) to be able to work overseas. This study offers PMI marketing strategies and programs for working abroad. From the results of the analysis, it is known that the strategy can be implemented by optimizing the role of business partners and representatives of the Republic of Indonesia, bilateral cooperation, improving regulations, increasing the role of employment, maximizing job training centers, and increasing training standards, conducting market research, market segmentation and creating an integrated system. Promotional strategies can be carried out with advertising, PR and Publicity, Personal Selling, and Direct Marketing Keywords: migrant workers, PMI, marketing strategies.

KEYWORDS: Increasing, Indonesian Migrant Workers, Independent Countries, Marketing Strategies, Service Collaboration

1. INTRODUCTION

To realize the ideals of the higher education law which encourages collaboration in the activities of the Tridharma of Higher Education, it is crucial to collaborate with several universities providing the service to the international community, contributing positively to answer the issues

that occur in society. This activity targets the creation of a resilient, advanced, and development-oriented society that is carried out as a routine activity every semester.

Amidst of the globalization phenomenon, scientific communities throughout the world have the opportunity to disseminate their knowledge globally, both in international research publications, scientific activities between countries, and community service activities in remote areas throughout the world. Indonesian migrant workers as Indonesian citizens have the right to work and have the freedom to choose work, which is one of the rights of Indonesian citizens. This right is stated in the 1945 Constitution, Article 27 Paragraph (2) which states every citizen has the right to work and a living for the worthy of humanity.

This right is also stated in Law Number 13 of 2003 concerning Employment, article 31 which states every worker has the same rights and opportunities to choose, get or move jobs and earn a decent income at home and abroad. Reflecting on the 1945 Constitution and Law Number 13 of 2003, the state, in this case the government, guarantees every citizen can obtain work and a decent living. One of the efforts made by the government to carry out the mandate of this law is by sending workers to work abroad. Sending workers abroad is carried out because of limited job opportunities and the creation of job opportunities within the country.

The limited job opportunities that exist in Indonesia encourage many Indonesian workers to migrate abroad. This migration is generally driven by economic motives. The economic motive addressed is to get a job and a decent living. Globalization, which is causing the blurring of boundaries between countries, is making it easier for people to get information about migrating. This phenomenon is one of the incentives for Indonesian workers to work abroad.

Apart from being able to help overcome economic problems and unemployment, sending workers abroad also has benefits from an economic perspective. Remittances from PMI are a source of foreign exchange for the country. On the other hand, working abroad can also help improve the welfare of PMI families in Indonesia. Throughout the 2014-2019 period, PMI remittances experienced an upward trend. In 2014, PMI remittances were recorded at US\$ 8.3 million and increased to US\$ 11.43 million in 2019 (BI, 2020). There are indications that this increase in remittances is due to an increase in PMI with better skills and competencies, considering that the number of PMI placed during that period has decreased.

Therefore, it is deemed necessary to improve the quality of PMI to compete in international markets and have high bargaining power. Previous research on marketing strategies for migrant workers is limited, both in Indonesia and other countries. Previous research on migrant workers focused more on protection issues (Wahyono, 2007; Rosida, 2017; Wijayanti & Windiani, 2016; Loso, 2010; Suhartoyo, 2019; Gunawan, 2015), problems of migrant workers (Syamsuddin &

Utomo, 2016), empowerment (Mindarti & Nabil, 2019; Abas & Widyahseno, 2014; Pratiwi, 2017, Guevarra A., 2006), and factors that influence labor migration (Djafar & Hassan, 2012; Iqbal & Gusman, 2015; Haryono, 2017, Sayono, Utami, & Ayundasari, 2018; Chu, Fowler, Gentry, & Zhao, 2018).

Meanwhile, existing research on marketing strategies discusses marketing strategies in the labor market (Cucu & Nedelea, 2013). Looking at previous research and developments related to PMI placement, the weaknesses are still found and need attention. One of them is regarding PMI's marketing abroad which is still not handled professionally and comprehensively. What has happened so far is the Indonesian Migrant Worker Placement Company (P3MI), as the spearhead of sending PMI, only prepares the workers based on orders from users. In fact, with the industrial and economic development of PMI destination countries, there is nothing wrong if Indonesia as one of the PMI senders tries to increase the market share of a type of position in PMI destination countries, through comprehensive marketing techniques.

The approach of marketing labor is not much different from the approach of marketing goods. Basically, in developing a workforce marketing strategy, it is necessary to decide which market segment targeted, so it can decide what position of that segment will be taken. The marketing system must be determined and adapted to the ever-changing market environment and the hyper-competitive environment in marketing workers abroad. It is necessary to identify the strengths and weaknesses of the PMI delivery program that has been implemented.

Moreover, it is also needed to identify and analyze the factors that influence PMI's overseas marketing strategy. This research tries to develop PMI's overseas marketing strategy and program, which refers to the strengths, weaknesses, opportunities, and threats to the process of sending and placing PMI abroad. It is expected that the results of this research can be used as a reference for preparing and developing PMI marketing programs abroad.

2. METHOD

Implementation Location of the Kuala Lumpur Indonesian School Empowerment Program (SIKL) with the theme, "Empowering Migrant Workers in Malaysia: A Multidisciplinary Capacity Building Approach and Medical Examination". In response to migrant workers in Malaysia, there were 190 lecturers, students, and educational staff from 82 universities spread from Sabang to Marauke who contributed to PKM International III activities, and the main focus was on the beneficiaries of PKM International III activities with a total of 113 migrant workers. in Malaysia. Even though most of the participants were Indonesian migrant workers, 7 of them were foreign nationals who attended and were active until the end of the event.

Meanwhile, the method for implementing digital empowerment activities for Sharia marketing management is Participatory action research (PAR). Participatory action research is an awareness of the community regarding potential and existing problems and encouraging community involvement or participation in change activities that will be implemented Rahmat, A., & Mirnawati, M. (2020). In general, the stages of the PAR method are summarized into a cycle starting from the stages of Observation, and reflection, then continuing with action plans and action or program implementation stages.¹ This cycle does not stop at the action stage but continuing to the evaluation stage which will then return to reflection, further program planning, and program implementation until social change occurs as a common goal.

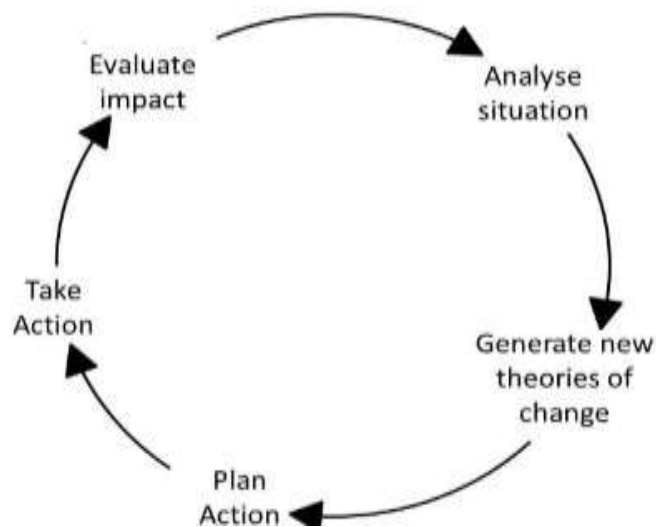


Figure 1. Participatory Action research (PAR)

Meanwhile, in implementing the community empowerment program in the sharia marketing management digital training program, it goes through stages, namely identifying problems through field observations, then continuing with the organizational planning stage, followed by action or program implementation, and the evaluation stage.

1. Problem identification, carried out using in-depth interviews with representatives of Indonesian migrant workers.
2. From the results of the interview, then proceed with action planning through collaboration with several Indonesian universities according to their respective scientific fields.
3. The plan is prepared, then identifying the advantages, disadvantages, and opportunities for Indonesian workers. The results of this activity are expected to be able to identify the quantity and quality of sending PMI services abroad
4. After carrying out the activities, each TIM provides their respective scientific contributions in the fields of health, education, and legal economics intending to get PMI knowledge on how to take advantage of existing potential opportunities and how to overcome threats, so

they can become quality and independent PMI members, as a form of sustainability preparing activity program reports in the form of written scientific papers. The results can provide advice to parties involved in managing the delivery of PMI services abroad.

5. At the end of the program, information is collected to be processed, including interview results, data sourced from previous research, data from Indonesian Migrant Worker Protection agencies (as well as related data from various sources). Information related to this data is used to analyze the results of PMI placement evaluations, and the articles from the evaluation provide an overview to the Indonesian government regarding domestic strengths and weaknesses related to PMI placements abroad.

3. RESULT AND DISCUSSION

Based on the international community service collaboration method, the implementation of activities is as follows:

Based on the observations we have made from the results of community service activities with the theme of Multidisciplinary Capacity capacity-building approach and Medical Examination, the indicators that can be achieved from this training can be seen in the training process is material presented clearly understood by participants and following the training well. The supporting factors in this activity are that the environment where this service activity takes place is conducive, as a place where the organizers of the Indonesian School Kuala Lumpur (SIKL) welcome the arrival of the collaboration of lecturers of implementation team from universities from all over Indonesia with the availability of complete supporting equipment and the presence of the Indonesian government from Indonesian Embassy and Malaysian Government.

Obstacle factors: The variety of participants who come from different educational backgrounds makes the participants very heterogeneous with various abilities possessed by the participants, and the activity in each class is often dominated by 3-5 participants, so the service team must try to be more innovative in the training process.





Figure 2. Community Service Activity

The final agenda for the evaluation is to formulate the overall results of the activity, starting from the data collection information stage in observation activities and searching for documents and references. What are the obstacles that threaten to maximize the strengths and opportunities to become a quality and independent workforce are the results of the analysis.

PMI's overseas marketing strategies and programs are carried out to increase the quantity and quality of PMI's service delivery overseas. This strategy is prepared through an active approach that concentrates on creating a wider and more competitive market. This strategy will be more effective with support for improving policies and administration for placing PMI abroad.

Evaluation of the strategies that have been implemented by the government and P3MI is carried out to see to what extent the government and P3MI anticipate emerging competition and use existing opportunities. The evaluation is carried out to improve, strengthen and place relatively large and high-quality PMIs. The government needs to know its strengths and weaknesses so that it can send more PMI abroad. Apart from that, threat factors also need special attention. This is to prevent losses for the government, P3MI, and PMI itself. The evaluation of external strategy factors is as follows:

The Urgency of Collaboration Action

As a tool for compiling strategic factors for the PMI overseas placement program, it illustrates how the external opportunities and threats faced by the PMI overseas placement program can be adjusted to the strengths and weaknesses of the PMI overseas placement program, providing alternatives that can be implemented as follows:

- a. To utilize all your strengths to seize and exploit the greatest opportunities, strategies are needed, including:
 1. Optimizing business partners abroad to get as many job orders as possible, promoting and placing the PMI abroad.

2. Carrying out diplomacy in the field of employment to obtain and open the labor market. It is necessary to take advantage of good relations with partner countries to obtain information, facilities, convenience, and help promote PMI.
 3. Optimizing the role of RI representatives in each country. There are still very few RI representatives abroad who promote and handle employment. The role of representatives as market intelligence will be very supportive in improving and promoting PMI.
 4. Utilizing bilateral and multilateral cooperation to obtain and open the labor market. This requires utilizing bilateral and multilateral cooperation both government to government and government to non-government, and also between non-government agencies.
- b. In using its existing strengths to overcome threats, the strategies needed are:
1. Increasing market share. By utilizing existing strengths, the Indonesian Government must have the courage to increase its market share even higher.
 2. Improvement of regulations. To support a conducive business climate, regulations are needed that can support this without compromising the protection of PMI.
 3. Carrying out intensification, extensification, and diversification (looking for new markets). Intensification means maximizing the opportunities that have been achieved, so the available workforce and certain skills can be sent as much as possible. Extensification is related to efforts to expand other marketing skills. Diversification is needed to look for new markets, so PMI placement is not concentrated in just a few countries.
- c. To minimize existing weaknesses by taking advantage of existing opportunities, the strategies needed are
1. Utilization of training facilities (BLK/LLK) to improve the quality of PMI, requiring additional training. Therefore, you can take advantage of the BLK/LLK facilities and infrastructure owned by the Ministry of Manpower.
 2. Update training standards oriented to foreign markets. The training carried out must always be reviewed and adapted to foreign markets. Apart from being adapted to the needs of the training market for PMI candidates, it is also hoped that this can be done with a curriculum that can meet the competency standards of the country where the PMI placement is intended.
 3. Using the website to help promote and offer PMI to potential users can use the website. Apart from that, the website can also be used by prospective PMIs to search for information about working abroad.

4. The preparation of an information system to support job market information and the availability of a PMI data bank requires an information system. This information system should be integrated between central and regional levels and integrated with stakeholders related to PMI.
 5. Employment formation in PMI's main destination countries. Until now, the number of workers owned by the Indonesian government is still limited. There are 13 supervisors/heads of employment/technical staff spread across 12 countries. The twelve countries are Singapore, Malaysia, Brunei Darussalam, South Korea, Hong Kong, Jordan, Kuwait, Qatar, United Arab Emirates, Saudi Arabia and Taiwan (Ministry of Labor, 2019). If you look further, the majority of superiors/heads of employment/technical staff are found in Southeast Asia and Asia in general. To be able to further seek information on the job market and promote PMI, it is necessary to add superiors/heads of fields/technical staff for employment. If this addition were possible for other continents such as America and Europe, PMI placement could be even more optimal. In addition to increasing numbers, increasing the role and function of superiors/heads of employment/technical staff that currently exist also needs to be maximized to support the marketing program for PMI working abroad.
- d. To minimize existing weaknesses and avoid threats, a defensive strategy is needed, these strategies are:
1. Identifying job market opportunities. Information about how much labor is needed, the type of work, the skills required, and the remuneration that will be given when required. This information is very important for preparing a workforce that suits market needs.
 2. Carry out market segmentation. Market segmentation needs to be carried out, so the market share targets can be achieved optimally. Market segmentation can be implemented by first analyzing market needs and existing labor supply. Market analysis is carried out to find out what kind of positions and qualifications PMI can fulfill with the skills they have and the facilities and infrastructure they have. Market segmentation is also very necessary in developing strategies to maximize PMI placement.
 3. Carrying out job market positioning. This is necessary to determine the form of promotion that will be carried out, so PMI service users know the benefits of the services offered.
- e. Successful marketing of PMI in several destination countries shows the capabilities of the parties involved in placing PMI. The placement of PMI in several destination countries still has

the potential to increase in the future, as can be seen in Table 2 above. Based on Table 2, PMI placement to work abroad fluctuates between years. This condition shows that the level of development of business or marketing carried out by the government and the private sector is still the same as in previous years. However, if the marketing efforts carried out by the government and the private sector are much better than in previous years, PMI placements abroad in the following years could likely increase and vice versa. In this case, several main elements play a role in PMI marketing.

These elements are healthy P3MI competencies, a supportive marketing network, supporting factors (including training institutions) that work well, and appropriate marketing strategies. Healthy competence among fellow P3MI is highly expected to support increased sending and placement of PMI abroad. In Indonesia, several PMIs have experience in PMI placement. Statistically, their ability to place PMI can be known, which can be used as an indicator of professionalism in placement efforts. P3MI's relatively long experience means they have created a relatively solid marketing network too. This element is a competitive factor to be able to win the market. This competitive factor requires support from various parties. Apart from that, educational and training institutions are also a mainstay that needs to be re- employed. PMI's comparative advantage is no longer a guarantee of being able to dominate the international market, rather integrative improvement efforts are needed. There is a need for better improvements in the system for sending and placing PMI abroad, both in terms of regulations, institutions, and the quality of PMI itself.

PMI Marketing Strategy in Placement Countries

In terms of meeting the needs of PMI service users, PMI service providers must follow developments regarding the needs of PMI service users. In other words, it is oriented towards the needs of the foreign labor services market. This must then become a reference in implementing PMI education and training so that the PMI side as foreign workers follows the needs of the demand side, namely PMI service users in the country of placement.

An effective market coverage strategy for marketing PMI abroad is to use differentiated marketing for 2 (two) potential target markets, namely the informal sector (working for individuals) and also the formal sector (working for business entities). In implementing PMI's marketing strategy in the informal sector (working for individuals), P3MI must have a special program to be able to maintain PMI's market share in the country of placement. Furthermore, in terms of

positioning itself in the TKA market, PMI will have a competitive advantage in terms of services, being able to position itself in four ways, namely:

1. Having specific PMI service attributes in the form: a. Maintaining the positive image that has been formed for PMI in the placement country, including being diligent and persistent as PMI's differentiation image b. Striving for a salary level that is always in a competitive position compared to foreign workers from other countries, but with a salary spread that is increasingly smaller compared to foreign workers who have the highest bargaining position
2. Conducting direct competition with competitors in the same field. In this case, the most crucial thing is PMI must be able to compete the skills with other foreign workers, so it can not only maintain its existing market share but also expand it.
2. Mastering certain areas of expertise that other foreign workers do not have.
3. Coordinating positions 1,2,3 above through policies and programs between related agencies.

Some promotional strategies that can be built include:

1. Advertising Strategy. Advertising can be done through television, social media, radio, local newspapers/tabloids, and magazines, as well as with printed materials, such as brochures, leaflets, and company profiles. In carrying out this advertising strategy, it is best to highlight the advantages that our PMI has, so that these advantages are expected to create a 'positive image' about PMI. Efforts to build a 'positive image' can be made by creating and displaying 'key messages' in every form of advertising carried out, and the formation of these 'key messages' can be based on the superiority factors they have (the 'performance' or 'price value' factors).). This advertising strategy can be implemented to promote both categories, namely skilled and semi- skilled/unskilled workers.
2. PR and Publicity Strategy. PR and Publicity should be carried out more intensively by the Indonesian government through meetings or lobbying. This is more aimed at producing agreements in the field of sending foreign workers, such as increasing the quota for sending foreign workers and to further support the realization of opportunities to send PMI to the skilled workers category. Apart from that, the meeting held was also intended to solve problems jointly between Indonesia and the host country by involving the private sector, especially in dealing with illegal PMI in the host country, which is not small in number. Meanwhile, P3MI can provide guidance and improve good relations with agencies or foreign workers in Malaysia.
3. Personal Selling According to observations, the large number of PMIs working in placement countries is not due to promotional efforts carried out so far, but rather due to the positive

experiences gained by PMI service users, so they no longer want to be bothered with the recruitment or selection of foreign workers. This condition is very profitable. By utilizing PMI who are already working in this country through conventional forms of personal selling (recommendations), it is hoped that we can further increase the number of PMI working in the placement country. This personal selling strategy can also be carried out by P3MI by holding sales presentations or trade shows (this is very possible, because of the proximity of the area which results in small costs incurred), or even opening outlets in several strategic cities/locations. Opening outlets in the placement country can be done through collaboration with foreign P3MI parties or local agencies.

4. Direct Marketing. The efforts of direct marketing strategy can be carried out directly by P3MI to individuals or companies that use TKA services. This can be done through mailings or even telemarketing

Marketing programs that need to be prepared and implemented to maintain PMI's market share in the future are:

1. Determining the segmentation of the PMI job market abroad. The potential supply that has been identified is prepared by allocation planning according to the country according to the signal of labor needs in that country. This labor supply is divided in detail according to type or field of work or position. The distribution method is based on cooperation between the government and P3MI.
2. Establishing PMI's market positioning. This program aims to build or form a positive perception or image of PMI in the minds of PMI service users, especially Indonesian society in general. The implementation of this program is supported by advertising activities (print and electronic media) and also mass campaigns (especially within the country) which highlight PMI's superior factors and which other TKA do not have.
3. Determining the target market accurately. This program is intended to select the best prospects for marketing and placing PMI in the destination country, adjusted to the availability of existing PMI. PMI's target market also needs to consider competitor factors and salary standards in each country of placement.
4. Identify the behavior of PMI service users. This program is carried out to observe changes in the behavior of users of foreign worker services, in terms of changes in the type of service desired, quality of service, and/or the amount of wages paid to the foreign worker. The behavior of service users will experience changes, and international marketing institutions can be used as a reference in determining market segmentation. This will be closely related to

developments in the country's economic situation including technological changes, lifestyle changes, social and cultural conditions, gender, and so on. Identification of service user behavior can be done through (1) The research of PMI marketing research regularly, (2) The use of international marketers in each potential PMI market country.

5. Increasing PMI's competitiveness. Increasing PMI's competitiveness is carried out through quality improvement which is implemented by providing training for PMI candidates, which is oriented towards:
 - a. Improving technical skills in line with international competency standards and paying attention to the needs of PMI service users.
 - b. Mastering the use of foreign languages, especially English, as well as training oriented towards mastering the local language where PMI will be placed.
 - c. To increase the ability to adapt to the habits and culture of the local community (deployment country) as well as reduce the culture shock, this quality improvement is communicated to service users, both through the Indonesian Embassy and professional marketers in that country.
6. PMI's promotional activities (including promotional strategies with communication, PR, and lobbying) are comprehensive and targeted. Promotion of PMI abroad is carried out actively, aggressively, and continuously, which can be implemented through:
 - a. Advertising efforts, both through print media and electronic media which are widely accessible to the international market of PMI service users.
 - b. Implementation of public relations (PR) and publicity activities focus on lobbying efforts, seminars/workshops (at home and abroad), and regular meetings between Indonesia and countries using PMI services. This effort was made to further increase bilateral cooperation in the field of developing PMI quality as well as increasing the number of PMI delivery quotas.
 - c. Selling via telemarketing or mailings, especially for countries that already have a foreign worker (TKA) database system in that country, for example, Hong Kong and the United States.
 - d. Restructuring the methods and mechanisms for carrying out road shows abroad which have traditionally been carried out. Roadshow activities in the future need to be carried out effectively and professionally and emphasize on the personal selling aspect, namely meeting directly with potential PMI service users to get a real market, not just identifying "potential markets" in PMI's promotional efforts.

- e. Holding talk shows about PMI in international markets via electronic media (TV and radio), to introduce PMI's existence to potential service users.
- f. Carrying out mass campaigns about working abroad which aims to motivate job seekers to work abroad. This campaign should be national and involve all PMI delivery actors
7. Placement of marketing personnel (international marketers) in countries with potential PMI markets. Marketing personnel in this case are institutions/individuals whose role is to monitor and look for PMI market opportunities abroad, both in existing markets and new markets. These marketing personnel work for the Government and PMI users.
8. Strengthening Marketing and Distribution Networks, Collaborating and coordinating with actors in each country involved in labor use issues, and also supported by development of an online information system about PMI stock and the need for PMI in the country concerned.
9. Management of market demand (Managing Market Demand). As with goods products, PMI's delivery management must also strive to manage the market well. This means there is a special effort to find, maintain, and increase demand. The existing level of demand is maintained so that it does not decline. This activity is carried out by the Indonesian Embassy or special officers who manage PMI marketing. Besides, it is also necessary to consider the "after-sales service" factor which aims to manage market demand. This effort aims to maintain and increase PMI's market share. This program is carried out through the use of international marketers to monitor the needs of PMI service users abroad, to be further forwarded and coordinated with the Department of Manpower and P3MI. In this case, the emotional relationship between service users and PMI is aligned to continue to develop.
10. Formation of brand image (image). Today, PMI's image in the international world is still unclear and tends to be synonymous with unskilled and weak domestic helpers (PRT). In the future, this image must change in line with the target of increasing the number of skilled PMIs, whose numbers will be much greater than unskilled domestic workers. This image change was carried out by branding PMI which was supported by improving quality and promotional efforts to reposition PMI's image at home and abroad.
11. Establishment of a PMI management information system
 - a. Development of a PMI home page/website by the Government and users that contains a PMI stock profile, with PMI data that is always updated. The existence of the PMI home page must be socialized, both in Indonesia and internationally.
 - b. The use of internet and e-commerce facilities aimed at increasing and disseminating information about job vacancies abroad and PMI stock at home. Through this facility, it is hoped that PMI placements abroad can be improved.

- c. Providing PMI data and information systems including PMI databases in each country of placement. This database must be updated regularly.
12. Provision of superior PMI stock. PMI marketing must be supported by the provision of international quality stock, by prioritizing marketing in several key positions as superior 'products'. For example, PMI for nursing positions that will be marketed in the Netherlands must send nurses who have met international qualifications. The provision of superior stock is carried out continuously, without waiting for market demand first.
13. Increasing P3MI professionalism. Increasing P3MI's marketing professionalism, including providing PMI database information, is carried out because P3MI is the main actor in marketing PMI overseas. This is implemented with government assistance. PMI's modern marketing techniques need to be applied in order to increase P3MI's professionalism.
14. Increasing the role of the Indonesian government. Empowering Representative Offices, Embassies, Consuls General, and heads of the Indonesian government as agents and facilitators of PMI marketing abroad. Apart from that, it also acts as a protector and intermediary for various PMI problems abroad. Increasing the government's role as a facilitator in the PMI delivery system by providing facilities to P3MI to simplify and expedite PMI delivery in accordance with applicable regulations. On the other hand, this is an improvement in the protection system and procedures for sending PMI, especially in terms of simplifying administrative requirements, bureaucracy and regulations implemented by the government so far. This is intended to trigger the achievement of PMI delivery targets both in quantity and quality. Increased supervision of P3MI's performance in the recruitment, selection, training, departure, and placement of PMI candidates in destination countries.
15. Research and Development Conduct regular research refers to the strengths, weaknesses, opportunities and threats (SWOT Analysis) of the process of sending and placing PMI abroad. This research was also carried out on market needs, both those that have been and will be explored. Based on the results of this research, it can later be used as a reference framework for the preparation and development of PMI's marketing programs abroad.

4. CONCLUSION

Sending Indonesian Migrant Workers (PMI) still has relatively large opportunities in the international market, especially in several countries in the ASEAN region and Asia other than ASEAN. The size of this market opportunity is influenced primarily by the large need for foreign workers in the region; the domestic labor stock is also relatively large; service users' preferences for Indonesian workers; harmonious relations between Indonesia and PMI recipient countries; and

geographical and cultural (religious) proximity to countries using Indonesian labor services. However, preparations for sending PMI must be carried out as best as possible, especially in terms of skills that are in accordance with international standards, insight and knowledge of the social, cultural and legal aspects of the local country, as well as increasing professionalism among the actors involved in the system for placing PMI abroad.

From the analysis results, it is hoped that PMI's marketing strategy can increase competitiveness, and ultimately increase PMI's market share in international markets. Through PMI's marketing strategy explained in this study, it is hoped that it can increase competitiveness, and ultimately increase PMI's market share in international markets. This marketing strategy also requires the implementation of 15 marketing programs by the main actors placing PMI services abroad.

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