

STRENGTHENING DIGITAL AND ENGLISH SKILLS FOR WORK READINESS IN RW 08 KALIDERES WEST JAKARTA

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Abstract: This community service program was carried out by Universitas Bina Sarana Informatika (UBSI) with the aim of strengthening digital skills and English proficiency among high school/vocational school graduates in order to improve their job readiness. The activity took place at Balai RW 08, Kalideres, and West Jakarta. This program was motivated by the condition of high school/vocational graduates in RW 08, most of whom come from lower-middle-income families and are therefore more inclined to enter the workforce directly rather than pursue higher education. Thus, training is needed to enhance practical skills relevant to industry requirements. The training focused on three main aspects, developing a professional curriculum vitae (CV), strategies for facing job interviews in both Indonesian and English, and practicing digital skills through the use of Canva for CV creation. Participants were actively engaged through interactive sessions, simulations, and collaborative exercises. The results of the program indicated increased awareness, confidence, and skills among participants in preparing themselves to enter the workforce. The conclusion of this program is that integrating digital literacy and English proficiency in community-based training can enhance the competitiveness of high school/vocational school graduates and make a tangible contribution to supporting their readiness for the job market.

Keywords: english proficiency, job readiness, digital skills, community service, vocational education

Abstrak: Program pengabdian kepada masyarakat ini dilaksanakan oleh Universitas Bina Sarana Informatika (UBSI) dengan tujuan memperkuat keterampilan digital dan kemampuan berbahasa Inggris lulusan SMA/SMK untuk meningkatkan kesiapan kerja. Kegiatan ini berlangsung di Balai RW 08, Kalideres, Jakarta Barat. Program ini dilatarbelakangi oleh kondisi lulusan SMA/SMK di RW 08 yang sebagian besar berasal dari keluarga ekonomi menengah ke bawah, sehingga cenderung lebih memilih langsung bekerja daripada melanjutkan pendidikan ke jenjang yang lebih tinggi. Oleh karena itu, diperlukan pelatihan yang dapat meningkatkan keterampilan praktis sesuai kebutuhan industri. Pelatihan difokuskan pada tiga aspek utama: penyusunan curriculum vitae (CV) profesional, strategi menghadapi wawancara kerja dalam bahasa Indonesia maupun bahasa Inggris, serta keterampilan digital melalui penggunaan Canva untuk pembuatan CV. Peserta terlibat secara aktif melalui sesi interaktif, simulasi, dan latihan kolaboratif. Hasil kegiatan menunjukkan adanya peningkatan kesadaran, kepercayaan diri, dan keterampilan peserta dalam mempersiapkan diri menghadapi dunia kerja. Kesimpulannya, integrasi literasi digital dan kemampuan bahasa Inggris dalam pelatihan berbasis masyarakat dapat meningkatkan daya saing lulusan SMA/SMK serta memberikan kontribusi nyata dalam mendukung kesiapan mereka menghadapi pasar kerja.

Kata kunci: kemampuan bahasa Inggris, kesiapan kerja, keterampilan digital, pengabdian masyarakat, pendidikan vokasi

INTRODUCTION

Kalideres Sub-district, located in West Jakarta, is a densely populated residential area with a large number of residents in the productive age group. Many high school and vocational school graduates in RW 08 choose to enter the workforce immediately after graduation due to economic constraints and the availability of nearby companies and factories that offer job opportunities. However, despite this employment potential, data from the Central Bureau of Statistics (BPS) indicates that high school and vocational graduates remain among the groups with the highest unemployment rates. According to data from the Central Bureau of Statistics (BPS) of West Jakarta Administrative City in 2020, Kalideres had around 32,203 residents spread across 17 neighborhood units (RW) with 12,715 households, and a population density of 6,537 people/km². (Badan Pusat Statistika Kota Administrasi Jakarta, 2020). Most of the residents are of productive age. However, economic constraints cause many high school and vocational school graduates, particularly in RW 08, to choose to work immediately rather than continue their education to higher levels. This condition is further influenced by the presence of several companies and factories around Kalideres, which encourages graduates to enter the workforce right away.

BPS data shows that, both at the provincial and national levels, vocational and high school graduates are among the groups with the highest unemployment rates. In DKI Jakarta, the open unemployment rate (TPT) for vocational school graduates reaches 9.07 percent (Pamungkas, 2025). Nationally, the TPT for vocational graduates is recorded at 8.62 percent, while high school graduates

stand at 6.73 percent (JPNN, 2024). Vocational graduates, who are expected to have an advantage in work readiness, still face challenges due to limited digital skills and English proficiency, as well as insufficient practical knowledge in preparing CVs, job applications, and interview strategies. This condition highlights that, although the employment absorption rate for vocational graduates is relatively high in some data (for example, in DKI Jakarta it reaches around 91.58%), many graduates still struggle to enter jobs that align with their potential (Santosa, 2025).

One crucial factor that many job seekers tend to disregard is developing a clear and professionally written Curriculum Vitae (CV) (Putri & Suherman, 2025). Since the CV is the primary document evaluated by employers, its presentation plays a crucial role in forming recruiters' first perceptions of a candidate. The ability to write a curriculum vitae (CV) and job application letter is generally not taught explicitly in schools. As a result, many high school and vocational school graduates struggle to determine what information should be included in their CVs and application letters. This difficulty is further compounded by the fact that most of them have no prior work experience, which limits their ability to create compelling and competitive job application documents.

To respond to this challenge, a training program on curriculum vitae (CV) development was organized through the use of digital platforms. The ability to design an attractive and professional CV by leveraging information technology is increasingly essential in the current era of digitalization. Among the available tools, Canva serves as a practical platform that enables users to create visually appealing and well-structured

graphic designs, making it highly suitable for CV preparation (Sholeh et al., 2020). In addition to providing features for creating CVs, Canva also offers a wide range of design tools, such as presentations, resumes, posters, flyers, brochures, charts, infographics, banners, bookmarks, bulletins, and more (Pelangi, 2020). Multazam et al as cited in (Sintesa et al., 2025) demonstrated that the use of Canva is highly beneficial for participants who wish to prepare their curriculum vitae. In various community service programs, the application of Canva for CV development has also been introduced by lecturers to internship students as well as online course participants. This initiative aims to better equip participants to face the digital era, particularly in developing CVs in English. The ultimate goal of this community service activity is that, after completing the training, participants are able to create professional curriculum vitae in English as a tool for applying for jobs, promoting themselves, and presenting their skills and competencies, thereby leaving a positive impression on recruiters.

In addition to the curriculum vitae (CV), job interviews also play a crucial role in determining whether or not a candidate is accepted by a company. Many job seekers fail at this stage because they feel nervous and are unfamiliar with effective strategies to respond to interview questions. Based on a survey conducted in RW 08 Kalideres, the community service team found numerous cases of high school and vocational school graduates who were unable to succeed in interviews due to a lack of confidence and uncertainty in formulating their answers. Choosing the right words posed a significant challenge, and their limited English proficiency further reduced the positive assessment from recruiters. Research that

is done by (Siregar et al., 2023) has shown that adequate English proficiency, along with job-related skills, serves as an essential supporting factor for employment success. English ability can even become a key advantage for employees to advance their careers and increase their income, especially in medium to large companies where English is often used as a standard communication language with clients and business partners.

The core problem identified in this community is the low level of job readiness among high school and vocational school graduates in RW 08 particularly in creating professional CVs, using digital platforms such as Canva, and developing effective interview skills in both Indonesian and English. The community service program was therefore designed to address these critical gaps and better prepare the youth to compete in today's job market.

In response to the challenges faced by high school and vocational school graduates in RW 08, Universitas Bina Sarana Informatika carried out a community service program by organizing training on professional curriculum vitae (CV) development, strategies for handling job interviews in both Indonesian and English, as well as digital skills through the use of Canva for CV creation. This program aims to inspire young job seekers to keep improving themselves by connecting academic knowledge with the real demands of the job market. Through this initiative, participants gain both technical and language skills while also building confidence in presenting themselves professionally. The program's success can be seen through measurable outcomes, such as the majority of participants (over 90%) being able to create a professional CV by the end of the session, and a noticeable increase in

self-confidence during simulated interview activities.

METHOD

This program was carried out in several stages. The first stage was preparation, during which the implementation team visited RW 08 Kalideres to conduct a survey and identify the needs of the local community. During this process, the team held discussions with the head of the neighborhood unit (RW), the head of the community unit (RT), and representatives of the youth organization (karang taruna). The results revealed that job seekers in RW 08, particularly high school and vocational school graduates, often face difficulties in preparing their curriculum vitae (CV) and navigating the job interview process. Based on these findings, the team decided to organize training focused on developing professional CVs, strategies for handling job interviews in both Indonesian and English, as well as digital skills through the use of Canva for CV creation.

The next step was the implementation of the program. The activity took place on Sunday, September 28, 2025, at the RW 08 Community Hall in Kalideres. The event began with a session on creating a curriculum vitae (CV) using Canva, which included tips and tricks for designing an attractive CV with a higher chance of passing the selection process. Following the presentation, participants had the opportunity to practice creating their own CVs using the Canva application on their mobile phones. The program continued with a session on job interview strategies, both in Indonesian and English. The speakers for this training were experts in

their respective fields, including an HR professional from a Food and Beverage (FnB) company with over 10 years of career experience. He shared valuable insights about common interview questions and effective strategies to answer them.

After the presentation on job interviews and a role-play session with several participants, the program moved to the final step that is evaluation and closing. At this stage, participants were asked to provide feedback on the materials, delivery methods, and the benefits they gained from the training. The event concluded with an open Q&A session, where participants had the opportunity to ask questions about CV preparation as well as strategies for succeeding in job interviews.

DISCUSSION

This community service program aims to prepare high school and vocational school graduates in RW 08 Kalideres, West Jakarta, to enter the workforce by developing practical, digital, and language skills relevant to today's job market. Addressing common challenges such as creating a professional curriculum vitae (CV), mastering interview strategies, and improving English proficiency, the program provides hands-on training that enables participants to design attractive CVs using digital tools like Canva, respond effectively to interview questions in both Indonesian and English, and build confidence in interacting with recruiters. Conducted on Sunday, September 28, 2025, at the RW 08 Community Hall in Kalideres, the session adopted an interactive approach that encouraged active engagement and meaningful participation from all attendees.

The training was attended by 20 participants consisting of high school and vocational school graduates from the local community, who showed great enthusiasm throughout the session. The materials covered included professional curriculum vitae (CV) writing, strategies for handling job interviews in both Indonesian and English, as well as digital skills through the use of Canva for CV creation.

The first session focused on creating a CV using the digital platform Canva. In addition to demonstrating how to design a CV with the application, the trainer also provided valuable tips and tricks to help participants craft a CV that can pass the selection process. The session covered key aspects such as choosing the right template, selecting appropriate wording, and organizing the overall layout of the CV.



Figure 1. Delivery of Material on Creating a CV

Next, the participants practiced creating their CVs using Canva on their mobile phones. The completed CVs were then reviewed collectively, with the trainer providing direct feedback and suggestions for improvement. The second session focused on tips and tricks for successfully facing job interviews. This material covered what needs to be prepared before attending an interview, common questions that are frequently

asked and how to respond effectively, as well as the appropriate choice of words to leave a positive impression on the interviewer.



Figure 2. Presentation on Tips and Tricks for a Successful Interview

In addition, the session also included tips and strategies for using English effectively during job interviews. The participants then engaged in an interview role play with the trainer, who is an expert with over 10 years of experience as an HR professional in an FnB company. The trainer also shared a practical tip for practicing English conversations, suggesting that participants could use ChatGPT as an interview partner. The community service program concluded with a Q&A session, the completion of a structured evaluation questionnaire, and the sharing of participant testimonials regarding their experiences and the benefits gained from the training. The questionnaire consisted of 15 statements, divided into two sub-sections: (1) Participants' Perceptions of the Services provided and (2) Participants' Perceptions of the Outcomes of the Program. Each statement was assessed using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The data collected were processed by calculating the mean score for each item, along with the percentage distribution of responses in order to evaluate the participants' satisfaction level

and the effectiveness of the training in enhancing their competencies.

The community service program was successfully carried out and ran smoothly. The evaluation of the activity was based on questionnaires completed by the participants at the end of the training. The results indicated that most participants gained new knowledge on how to create an attractive CV and prepare for job interviews. Further analysis of the questionnaire data revealed strong positive feedback across several key aspects of the training.

Table 1. Questionnaire Results

Evaluation Aspect	Percentage
Training material was relevant to participants' needs	90%
Increased confidence in CV writing and interviews	85%
Delivery method was clear and easy to understand	88%
Positive testimonials on the benefits of the training	92%

First, 90% of participants agreed that the training materials were relevant to their needs, showing that the content effectively addressed the challenges faced by job seekers in RW 08.

Second, 85% reported increased confidence in writing CVs and participating in job interviews, indicating that both the theoretical explanations and the role-play activities successfully strengthened their self-efficacy.

Third, 88% of respondents stated that the delivery method was clear and easy to understand, demonstrating that the trainers were able to communicate

concepts effectively and engage participants throughout the session.

Finally, the program received 92% positive testimonials, highlighting that the participants not only benefited from the material but also perceived the session as valuable and impactful for their personal and professional development.

These findings collectively demonstrate that the program was effective in improving participants' job readiness, addressing the core problem identified earlier, and equipping them with practical skills in CV writing, interview preparation, and the use of English in professional settings. The high satisfaction rates confirm that the methods, materials, and delivery used in the training were appropriate and responsive to the needs of the community.

Beyond describing the results, a deeper analysis reveals several key success factors that contributed to the effectiveness of the program:

(1) Relevance of the materials, The content directly addressed the real problems identified earlier—low job readiness, lack of confidence, and limited English skills—making participants feel the training was highly beneficial. (2) Interactive and practice-based methods, Activities such as CV writing drills, mock interviews, and vocabulary practice allowed participants to apply knowledge immediately, which strengthened understanding and boosted self-confidence. (3) Clear and structured delivery

Trainers used simple explanations, real examples, and step-by-step demonstrations, helping participants—many of whom were beginners—follow the material easily. (4) Experienced speakers, The presence of an HR professional with over 10 years of experience increased the credibility of the session and provided

participants with practical insights based on real recruitment scenarios. (5) Supportive learning environment, The training encouraged questions, discussions, and personalized feedback. This friendly environment helped reduce participants' anxiety, especially during simulated interview sessions. (6) Use of technology and English language elements, Incorporating Canva for CV creation and providing English tips for interviews equipped participants with added skills that are increasingly relevant in today's job market.

These success factors, when combined with the strong participant engagement throughout the session, explain why the program achieved high satisfaction rates and effectively improved the participants' job readiness.

CONCLUSION

The community service program organized by Universitas Bina Sarana Informatika (UBSI) in RW 08 Kalideres, West Jakarta, successfully achieved its primary objective of enhancing the digital skills and English proficiency of high school and vocational school graduates to better prepare them for the workforce. Through training in professional CV development using Canva, strategies for job interviews in both Indonesian and English, as well as hands-on simulations, participants gained practical experiences that were directly aligned with industry needs.

The evaluation results demonstrated that most participants found the program highly beneficial, both in terms of expanding knowledge and boosting self-confidence. The positive responses in the questionnaire confirm that the program was well-targeted, effectively bridged the gap between education and

industry requirements, and equipped young graduates with essential skills to remain competitive in the job market. Therefore, initiatives like this should be sustained and further developed to create a broader impact within the community.

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to Universitas Bina Sarana Informatika (UBSI) for the support and opportunity provided in carrying out this community service program. The resources, guidance, and collaboration extended by the university have been invaluable in the successful implementation of this activity.

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