Analysis of Secretary Job Ad Content for Secretarial Skills Needs

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ABSTRACT

The aim of this paper is to identify and formulate labor market demand on works skill for secretary indicated in job advertisement. This study was conducted from February to July 2019. In this study, authors use content analysis with quantitative approach. Data collection uses documentation and focus group discussion. The object of this research is job vacancy information for secretary in mass media and digital media. There are four stages of data analysis in this study. Firstly, organizing and checking data. Secondly, rechecking data. Thirdly, authors describing, summarizing, and organizing the coding that contains categories that are more specific and are distinguished from other categories. Fourthly, conducting last analysis making interpretation and conclusions contain the results of the research findings. The authors discover that the most found hard skill aspects for secretary are English language skill, Ms. Office and computer skill. Furthermore, the most found soft skill aspects are communication skill, attractive, and honest.

Kata Kunci: *content analysis, worker skills, secretary*