ABSTRACT

This study aims to analyze the factors which influence recruitment of the workers in Semarang Regency as the case study. The factors are including investment, govenment expense, and export.

The data used is secondary data, which include data of potential workers in Semarang Regency, private investment, government expense, and export which received from BPS of Semarang Regency. The data were analyzed using multiple regression to analyze the influence of independent variables to dependent variable.

The result of the research showed that private investment, government expense, and export had positive influence toward recruitment of workers in Semarang Regency.

Keywords: recruitment of workers, private investment, government expense, export