

ABSTRACT

First, this study aims to explore further the motivation of pre-employment card program participants. Second, this study also aims to find out the effectiveness of pre-employment card program from the participant's perspective during the Covid-19 pandemic. The data collection technique is carried out using the in-depth-interview method involving 8 participants who are registered as pre-employment card participants in DKI Jakarta and have completed all the processes in pre-employment card program. The results showed that incentives are currently the main attraction for most participants to joining the pre-employment card program compared to the training offered. Motivation to be able to meet physiological needs is the main reason of most participants to joining the pre-employment card program. Another reasons that encourages them is to fulfill their need for security, and fulfillment of self-actualization needs. Although incentives were the main reason for most participants to joining the pre-employment card program, in fact, the implementation of this program was able to run quite well and effectively. This is evidenced by the high level of participant's satisfaction, as well as an increase in knowledge and / or skills that most participants get after attending the training in the pre-employment card program.

Keywords: *Motivation, Pre-employment card program, effectiveness*