

Ageism and Job Advertisements: The Impact of Age Restrictions on Job Accessibility for Old Job Seekers in Indonesia

Rahmat Siregar^{1✉}, I Dewa Bagus Ryan Damanik AD², and Vinta Ito Manik³

¹²Department of Anthropology; Faculty of Cultural Sciences, Universitas Gadjah Mada

³Master of Social Anthropology Program, Universitas Negeri Medan.

✉Gd. R. Soegondo Lt. 5, Fakultas Ilmu Budaya UGM, Jl. Sosiohumaniora No. 1 Bulaksumur, Yogyakarta 55281 Indonesia

✉rahmatsiregar@mail.ugm.ac.id

Article Info

Article History

Received:

Aug 2024

Accepted:

Oct 2024

Published:

Nov 2024

Keywords:

Ageism, Oldjobseekers,
Job accessibility

ABSTRACT

This article explores the impact of ageism on job accessibility in Indonesia, focusing on the socio-economic and psychological effects of age restrictions in job advertisements on older job seekers. The research employs qualitative methods, using both secondary and primary data. Secondary data were gathered from job advertisements with age restrictions on platforms such as LinkedIn, Instagram (@kemnaker), and the WhatsApp group of the Old Jobseeker Indonesia community. Primary data were obtained through interviews with informants selected via purposive sampling, using Google Forms to collect potential informant data from online platforms like LinkedIn, the Old Jobseeker Indonesia WhatsApp group, and Instagram (@kemnaker) over a 10-day period from April 18 to April 27, 2024. The findings reveal that ageism is a selection practice that implicitly excludes job seekers by using age as a criterion, particularly for frontline roles. Moreover, ageism adversely affects the social, economic, and psychological well-being of job seekers in Indonesia, contributing to their exclusion from society at micro, meso, and macro levels. Age-based job advertisements also influence job seekers' decisions to apply, as many perceive applying for these positions to be futile.

© 2024 Politeknik Negeri Bali

INTRODUCTION

Age is one of the personal identities that is natural and cannot be denied by humans. In social perception, age is part of the three main identity dimensions that an individual automatically acquires in addition to race, ethnicity, and gender (Nelson, 2005; Kuda, 1999). In line with the sociocultural context, age is also often constructed as a structure that underlies an individual's behaviour and interactions (Cuddy & Fiske, 2002; Febrianingrum et al., 2024) following applicable cultural norms and politeness values. On the other hand, age is also often a contributing factor to fundamental and layered identity-based discrimination in addition to gender, race, and ethnicity as a contributing factor to layered vulnerability and oppression (Crenshaw, 1989). One form of discrimination that emerges in this context is 'ageism', which is a form of age-based discrimination that contains stereotypes and prejudices against individuals (World Health Organisation, 2020), and is implicitly used to define a person's body condition. The narrative and topic of ageism have been widely studied, are of particular concern in various countries, and have even resulted in laws to reduce such discrimination.

However, in the Indonesian context, the narrative and phenomenon of ageism is still very much present and has even become an issue that has again attracted public attention due to the emergence of a lawsuit by a job seeker to the Constitutional Court, who experienced difficulties in accessing jobs that required age (Lutfan, 2023). So, in this case,

age is considered to be the root cause of discrimination, which also excludes prospective workers at an early selection stage and violates Article 5 of Law No. 13/2003 on Manpower, which explains that every worker has the same opportunity to obtain employment and has the same rights and opportunities to obtain a decent livelihood. It also has the potential to cause an increase in the unemployment rate. Because, based on the data from the National Labour Force Survey (Sakernas) in 2023, there are 146.62 million productive labour force people who continue to increase (Central Bureau of Statistics, 2023). Generally, this figure is dominated by young people aged less than 30 years. With the classification of the largest number of unemployed people coming from the age group of 20-24 years, as many as 2.67 million people, ages 15-19 years as many as 1.63 million people, and ages 25-29 as many as 1.29 million unemployed people (Dataindonesia.id, 2023). Therefore, based on these data, age restriction becomes an increasingly crucial polemic because it has the potential to hamper job accessibility for productive job seekers. Besides that, the practice of ageism is not a simple issue in job advertisements but an issue that has the potential to hamper employment in Indonesia.

There have been many studies on ageism in the workplace, but they only focus on issues that occur in the workplace, such as Peng's (2022) study which states that ageism has a close correlation with a person's intention to continue working or not. In job recruitment practices, this also happens, but in addition to ageism, body-objectifying job requirements are also widespread (Larasati & Fernando, 2023), limiting people's opportunities to access jobs (Shelomita Putri Amelia et al., 2024). So based on previous research, this article will focus on analysing how ageism as a structure and personal identity can discriminate against job seekers and deprive them of employment opportunities. In addition, this article focuses on the impact on job seekers who exceed the required age limit, how ageism manifests in the context of age restrictions in online job advertisements and recruitment practices in Indonesia, and how the experiences and perceptions of job seekers in Indonesia regarding age discrimination in job advertisements impact the personal and social lives of job seekers in Indonesia. This article is based on the argument that ageism in job advertisements is one of the factors that hinders the absorption of labour in Indonesia and causes an increase in unemployment. The practice of ageism in job advertisements adversely affects the personal lives of job seekers, both in terms of socio-economic and psychological aspects.

Ageism and Job Accessibility Challenges for Oldjobseekers

An American gerontologist (Butler, 1967) first used the term ageism to describe discrimination against older people. According to Ayalon (2020), ageism is defined as stereotyping, prejudice, and discrimination against others because of their age; in this case, ageism can be positive or negative. In addition, ageism appears as a bias when an employee views their age from a different perspective. According to Ayalon et al. (2019), ageism includes three dimensions: cognitive stereotyping, emotional prejudice, and behavioural discrimination. Then Ayalon & Tesch-Römer (2018) divided ageism etiologically into three levels: micro, meso, and macro. The micro level relates to individual thoughts, emotions, and actions; the meso level relates to groups, organisations, and other social entities; and the macro level relates to cultural or societal values. In Indonesia, the emergence of ageism in job advertisements has become a national issue that hinders job seekers from accessing jobs even though job accessibility in Indonesia is clearly regulated in article 5 of the Indonesian labour law of 2003 which reads Every worker has the same opportunity without discrimination to obtain employment, where if you refer to the article, job providers are expected not to select workers discriminately based on identity, race, social status, and ethnicity, and are expected to accommodate all job seekers to be able to apply according to the expertise and needs of the job provider, One of them is to provide equal and broad access and opportunities for everyone with an age that is still in accordance with statutory standards without excluding certain ages, one of which is to provide equal and broad access and opportunities for everyone with an age that is still in accordance with statutory standards without excluding certain ages, but in practice oldjobseekers (job seekers with ages that exceed the required age limit) have higher barriers which cause the job vacancies offered to be less inclusive (Husnud, 2022). The term old jobseeker is a term that has recently emerged to define someone who is looking for a job. Old job seekers are applicants who are older than the age limit of the job advertisement and who want their dream job. The lack of job opportunities that are not proportional to the number of job applicants triggers the difficulty of getting a job (Jati, 2023). Generally, job seekers look for jobs through job advertisements on social media by looking at their qualifications and skills. Agency websites and several Instagram accounts, including one from the government, usually provide access to these job vacancies. Job vacancies that require certain qualifications, such as age, religion, and physical criteria, are a challenge for productive-age job seekers who are looking for work (Anggita, 2023). As a result, many job seekers send dozens, even hundreds of applications to various companies, but none of them are accepted due to the existing requirements. In fact, in some cases, older workers will be refused employment (BBC, 2024).

METHODS

This research uses qualitative methods, using two types of secondary and primary data, secondary data is obtained through the content of job advertisements that provide age restrictions on LinkedIn social media, Instagram @kemnaker and the WhatsApp group of the Old Jobseeker Indonesia community, besides, this article is also supported by primary data from interviews obtained through informants selected by purposive sampling by distributing Google Forms to collect prospective informant data on online media such as LinkedIn, WhatsApp group of the Old Jobseeker Indonesia and Instagram @kemnaker for ten days from 18 to 27 April 2024. The data analysis method used refers to (Miles & Huberman, 2014) which consists of three main components: data reduction, data presentation, and conclusion drawing/verification. Data reduction is the process of selecting, focusing on simplifying, abstracting, and transforming rough data that emerges from field notes (Miles & Huberman, 1992: 16). The next step of analysis is to present the data that has been reduced. Data presentation is based on a set of organised information, allowing conclusions to be drawn. Furthermore, this process involves drawing conclusions and verification to determine or understand meanings, sequences, patterns, explanations, and causal flows.

RESULTS AND DISCUSSION

One of the challenges faced by older job seekers today is the phenomenon of ageism in job advertisements. Despite their relatively young and productive age, they are often unable to apply for jobs due to age restrictions that go beyond the requirements outlined in job advertisements. Younger generations, who are still qualified and have potential, face a dilemma when their age does not meet the requirements. This excludes them, even though some job advertisements indicate that anyone can complete the job description. In addition, job advertisements that require a certain age also become their benchmark for continuing to apply for jobs or ignoring them (Peng 2022).

Ageism Discourse in The Context of Labour Market in the Media

The phenomenon of age discrimination in the media has been widely studied with narratives that focus on revealing the impact of ageism on job seekers in Indonesia. In addition, the narrative also makes comparisons related to job recruitment practices abroad, which have been considered not to take into account the age of the candidate as a requirement. So as long as the job seeker is healthy and still productive, then the opportunity is still wide open, as reported in picture 1 (table 1), where an Indonesian citizen (WNI) can get a job in a German country even though he has entered old age and exceeds the age limit required in job advertisements in Indonesia. So it is very different and contrasted with Indonesia, which still makes age one of the bases for determining candidates, with practices that can still be found in various job advertisements, and has even become a phenomenon and practice of normalised discrimination because it is the authority of the company in determining candidate qualifications, even though it still has the potential to injure Employment Law Article 5 of 2003. Based on the news in Table 1, job seekers' awareness of ageism and its impact is also a cause of the increasing number of unemployed people of productive age, but even though it has been widely studied and discussed, the ageism narrative as a national issue often does not receive follow-up, so that actors have the initiative to form communities to fight back.

Description	Publication Capture	Source
The phenomenon of ageism in the job recruitment process is explained by comparing it with the recruitment process abroad, which does not consider age as a criterion at all.		https://www.youtube.com/watch?v=lbbdrhWEQDQ

Picture 1




Description	Publication Capture	Source
<p>The phenomenon of ageism is narrated as a form of normalised discrimination in the world of work.</p>	 <p style="text-align: center;">Picture 2</p>	<p>https://www.youtube.com/watch?v=jV1aZzQKHPA</p>
<p>The Ageims phenomenon is narrated as a form of age discrimination that often excludes candidates with superior experience and potential.</p>	 <p style="text-align: center;">Picture 3</p>	<p>https://www.youtube.com/watch?v=pne0-oIgzxc</p>
<p>The impact of ageism on age and gender identity where many work requirements for women also require that they have never been married.</p>	 <p style="text-align: center;">Picture 4</p>	<p>https://bisnis.solopos.com/kisah-para-perempuan-terkendala-batasan-usia-saat-akan-melamar-pekerjaan-formal-1753772</p>
<p>Narratives of actors' resistance to the practice of ageism in Indonesia through the formation of the old job seeker community (OJI)</p>	 <p style="text-align: center;">Picture 5</p>	<p>https://duniahr.com/komunitas-old-jobseeker-indonesia-oji-melawan-diskriminasi-usia/</p>

Table 1: Ageism Discourse in Indonesia Online Media
 The results of the author's data processing 2024 [source]

According to Table 1, we can see that job advertisements in Indonesia generally portray ageism narratives through restrictions on age and work experience, so it seems that they want experienced abilities but not exceeding the specified age, which becomes a dilemma. In addition, the issue of gender and resistance is also a topic of discussion that debates the phenomenon of ageism, where women who play the role of housewives have difficulty returning to the world of work, one of which is job requirements that emphasize age and unmarriedness as pointed out by (Crenshaw, 1989) where multiple individual identities are often the root cause of multiple discrimination for an individual. Thus, ageism narratives in job advertisements often elicit negative responses because they are considered a barrier for productive job seekers to achieve welfare. In this case, the welfare narrative is one of empowerment and broad opportunities for everyone to have a career in the world of work, such as in some countries that do not apply age as a criterion in the job recruitment process.

Manifestations of Ageism in the Context of Working Age Restrictions on Online Job Postings and Recruitment Practices in Indonesia

Age discrimination, also known as ageism, is a prevalent issue in the workplace. It is evident in various job platforms and advertisements, including flyer/poster job advertisements in Indonesia. These advertisements, which belong to both private and government entities, often include age qualification as an important criterion. Some job advertisements implicitly exclude potential candidates and experienced professionals by placing an age limit on the job description,

which should be accessible to everyone during their productive age, such as some of the job advertisements shown in Table 2.

Manifestations of ageism in Government Sector Job Vacancies

<p>Picture 1 https://www.instagram.com/p/CzKypWDR16z/?igsh=c2dkZTRI0Gc0OGZm</p>	<p>Picture 2 https://www.instagram.com/p/C5nstTaRXi_/?igsh=eTkyMHBsbWY4dTg5</p>	<p>Picture 3 https://www.instagram.com/p/CzKypWDR16z/?igsh=c2dkZTRI0Gc0OGZm</p>
--	--	--

Description: Manipulation of Agesim in government job advertisements with a maximum age limit of 25 years.

Manifestations of ageism in Private Sector Job Vacancy

<p>Picture 4 Source: Oldjobseeker Indonesia Community</p>	<p>Picture 5 Source: https://www.instagram.com/p/C5uRpIrv5XA/?igsh=MW5oZzgwenZ0emJ4cQ==</p>	<p>Picture 6 Source: Oldjobseeker Indonesia Community</p>
---	--	---

Description: Age restrictions on job advertisements in the private sector require a maximum age of 20-25 years, which is essentially accessible to productive age.

Table 2: Manifestations of *ageism* in the context of working
 The results of the author's data processing 2024 [source]

Table 2 shows that criteria for job candidates usually limit them to a maximum age of 25, resulting in the automatic exclusion of candidates who exceed the required age. This is also true in the government employment sector, despite the affirmation in the law that everyone can obtain employment without discrimination. In this narrative, age, as a personal identity, becomes a barrier for candidates seeking employment. Furthermore, in practice, gender identity and status also serve as additional forms of discrimination, looking old has proven to be unfavourable for workers, especially women working in the service sector (Clarke, 2018; Kananda, 2024) which makes employment less inclusive for both male and female job applicants, as illustrated in Picture 4 (Table 2). In the Indonesian context, one reason for this is that many female workers temporarily stop working when they get married, become pregnant, give birth, and then take care of children. When these women workers want to return to the job market, they are already past the “age limit” that many job vacancies require (Izzati, 2023). Even if women can return to work, body-objectifying requirements such as the requirement to be unmarried, height and weight, and skin colour also hinder people, especially women, from accessing employment. (Larasati & Fernando, 2023). As a result, the level of labour with productive age also increases, posing new challenges in overcoming the increase in unemployment that is vulnerable to poverty.

Discrimination Based on Job Experience

 <p>WE ARE HIRING! AFTER SALES SERVICE</p> <p>Kualifikasi:</p> <ul style="list-style-type: none"> • Gelar sarjana di bidang teknik, bisnis, atau bidang terkait • Usia 20-35 Tahun • Mempunyai minimal 2 tahun dalam mengelola hubungan teknis dan layanan (berutama di bidang produk industri) • Telah dibekali pengetahuan profesional • Familiar dengan motor listrik • Mempunyai keterampilan dan kerja tim yang baik • Memahami Elektronik • Mempunyai latar belakang profesional di bidang layanan • Bisa kerja yang luar biasa dan bisa bekerja berprestasi • Teknis yang sangat baik, pemeliharaan yang baik dan kemampuan pemecahan masalah • Mampu bekerja dengan tim/kuota (K3, OHS) • Dapat mengoperasikan kendaraan bermotor dan memiliki sim A/C • Bisa Akad <p>SEND US YOUR CV recruitment@keway.com</p> <p>APPLY NOW</p>	 <p>Be a part of Erafaja retail transformation!</p> <p>WE ARE HIRING HC Regional Supervisor</p> <p>Responsibilities:</p> <ul style="list-style-type: none"> • Overseeing and to lead business process of Human Capital (such as Staffing, Development, Talent Management, Compensation and Security, Industrial Relations, Termination, etc) • Coordinate and implement Human Capital programs as the Human Capital representative in the territory • Support strategic planning activities to enhance the efficiency and effectiveness of business processes in achieving targets • Create operational performance improvement programs • Monitor each partner of the Organization Health Index (OHI) <p>Requirement:</p> <ul style="list-style-type: none"> • Bachelor Degree in any field • Experience/minimum of 2 years as HR Specialist (Specialty from a Head / Representative / Director level) a company with a minimum of 20 employees • Have good communication, strong leadership, and analytical skills • Having a good knowledge and experience in HRM a plus • Multitasking skills • Willing to be based in Bandung • Willing and ready to work mobile and be transferred as needed <p>Scan to apply! ats.erafaja.com</p>	 <p>WE'RE HIRING SENIOR AUDITOR</p> <ul style="list-style-type: none"> • At least 4 years experience as IT Auditor / Branch Auditor / Head Office Auditor in banking industry • At least Bachelor Degree, from reputable university • Able to speak English / Mandarin in an advantage • Firm and attractive appearance preferably • High integrity, discipline, accurate, loyal and proactive • Able to work individual and in a team • Placement: Head Office (Jakarta) <p>APPLY NOW hr@bankcapital.co.id Subject email: (Name) - (Position) - (Placement)</p>
 <p>We Are HIRING! Account Manager</p> <p>Smart, Bani, Jujur, Berani</p> <p>JOB DESCRIPTION</p> <ul style="list-style-type: none"> • Develop and execute strategies to achieve sales goals and build long term relationship • Identify and close sales opportunities, including research, lead, and follow-up • Analyze client behavior and define the up-sell proposal • Analyze customer data to create effective sales strategies • Achieve or exceed sales targets and identify growth or marketing opportunities • Negotiate contracts and prepare regular management reports <p>REQUIREMENTS</p> <ul style="list-style-type: none"> • Bachelor's Degree in any field • At least 2 years of experience, preferably in IT, Sales or previous insurance companies • Strong marketing and account management skills • Highly detail with excellent writing, communication, and presentation abilities • Ability to work under deadline and manage priorities • Excellent interpersonal skills with a keen understanding of client business needs <p>Send your Resume to: recruitment@transcosmos.com</p>	 <p>WE ARE HIRING JOIN OUR TEAM</p> <p>OPEN POSITION : Group Leader PIT Service</p> <p>APPLY NOW!</p> <p>KUALIFIKASI :</p> <ul style="list-style-type: none"> • Pendidikan S1/2, Jurusan Teknik • Penguasaan bahasa Inggris, komunikasi lisan • Penguasaan minimal 2-3 bahasa • Memiliki kemampuan interpersonal, teamwork, komunikasi, dan analitis yang baik • Memiliki kemampuan yang baik dalam menggunakan komputer/teknologi • Memiliki kemampuan dalam software manajemen penjualan <p>• Usia minimal 20 tahun, maksimal 35 tahun</p> <p>• Pengalaman minimal 2 tahun sebagai Supervisor/Manajemen</p> <p>• Memiliki kemampuan interpersonal, teamwork, komunikasi, dan analitis yang baik <p>• Memiliki kemampuan yang baik dalam menggunakan komputer/teknologi <p>• Memiliki kemampuan dalam software manajemen penjualan</p> </p></p>	 <p>WE ARE HIRING Branch Head</p> <ul style="list-style-type: none"> • Candidates must possess at least a Bachelor's Degree from any major • At least 4 - 5 year(s) of working experience in related field • Have an understanding of multifinance business (Marketing, Operation & Risk Management) • Good at networking and relationship building • Willing to work in Sumatera Utara / Riau <p>Subject email : Branch Head, (Name) psamalia@wcm.co.id atargun@wcm.co.id</p>

Picture 7

Picture 8

Picture 9

Picture 10

Picture 11

Picture 12

Table 3: Manifestations of ageism in the context of working
 Whatsapp group chat old jobseeker Indonesia community [source]

In addition to the practice of ageism, which often excludes those who have an age outside the work requirements, ageism can also be from work experience requirements, thus experiencing multiple discrimination, where young job seekers who have the required age cannot apply to the job because they do not have work experience, even job seekers who have established work experience also cannot apply to the job because of the age limit that is no longer appropriate. as can be seen in Table 2, where the average work experience requested by companies is between 2 to 5 years working in the field, and is a bachelor's degree, so it is very contrary to the condition of job seekers in Indonesia, the majority of which hold a bachelor's degree at the age of 22 years, where this can be seen in the job requirements in Figure 7 which sets the criteria for applicants with a bachelor's degree with 2 years of experience with an age range of 20-35 years. Although there is no specific provision in Law No. 13/2003 on Labour that prohibits age restrictions. However, Article 5 states that 'Every worker has the same opportunity without discrimination to obtain employment, which should be more inclusive and avoid aspects that have the potential to cause multiple discrimination. Therefore, it is important to see that it is not age itself that causes discrimination, but rather the intersection of age and gender, race, socioeconomic level, sexual orientation, and/or other factors that result in discrimination (Powell et al., 2018). Thus, the state must ensure that those who are still able to work have equal opportunities to get a job, so there is no reason for the government to tolerate ageism in the workplace, let alone promote job vacancies on state-run websites (Shelomita Putri Amelia et al., 2024).

Correlation between Age and Body, and Why is Age Important in Job Advertisements

Ageism in the workplace is not a singular issue, as numerous factors contribute to the current workplace's indicators and general standards for hiring a job seeker. One of the factors that influence this, based on the results of the author's interview with an HR with the initials CK, is that in the current job industry, age is not so required, but in the field of frontline, looks are the most preferred thing for every prospective employee where appearance affects the way we perceive and interact with others, appearance is important. We use the appearance of others to make quick and lasting judgements about their social position (e.g., age, ethnicity, gender, race, sexual orientation, and social class) and personal qualities (e.g., intelligence, health status, competence, likability, morality, or even faults) (Clarke, 2018). Many job

vacancies clearly stipulate a maximum age restriction of 25 years, ensuring that the recruitment process automatically selects candidates with a youthful and attractive appearance, as he expressed in the interview quoted below:

"Yes, actually the setting of the maximum age of 25 is because now some companies need a lot of workers in the front office so usually the company chooses an age limit of 25 or under 25, the appearance is still very much right, it's impossible to mention it directly in job vacancies, there are indeed those who do not appear in the vacancies but are usually selected during the company's internal selection."

Socio-culturally, the relationship between age and bodily capabilities is an obvious one that also relates to creative thinking and productive spirit. According to (Powell et al., 2018) Older adults have lost their social status in the modern era (compared to the pre-modern era) due to the impact of technological advancements, so old age is no longer an exception representing the 'survival of the fittest', but rather a common occurrence commonly associated with weakness, sickness and disability. In more modern societies, older people's accumulated knowledge is often considered obsolete as a result of technological advances, indicating that the stigma of a society that favours productivity and ageism is a real practice in social and occupational settings. This is in line with the statement of our informant who works as an HR who stated:

"For entry-level, and jobs that require creativity, the labour force range of 22-30 is more creative, and >30th. This was experienced in my current company. How a mature leader (40s) meets a work partner (20s), is quite a clash in terms of creativity. A younger person is more immersed and understands the current digital era, he is easier to blend in by designing what can be developed in the company's social media. Unlike the 40-somethings who feel it's too complicated. They want to do something repetitive, not thinking about what is currently 'trending' because they feel it is not important. In this case, it can be clearly seen that someone in their 20s produces a lot of good outputs that have a big impact, while others do not.

Still related to this, in the case of job advertisements that do not require age, the practice of ageism also continues to occur through the company's internal selection, so it is clear that the age limit in this case becomes a measure to define a person's body condition, both in terms of health, creative thinking ability and appearance. So in this case, young people are also seen as having knowledge and skills that are valued by modern society (Cowgill and Holmes 1972), especially supported by a young and attractive appearance, so socially at this time the appearance of youth is no longer an achievement but a necessity related to self-esteem (Kananda, 2024). For HR, the selection of young job seekers is also due to several important reasons, such as career path, advanced thinking and close to technology, as well as to be able to be given UMR standard salaries, and are considered to have more enthusiasm for learning than the older generation.

"It depends on what level the vacant position requires, if it is entry level with a UMR standard salary, then it is junior (GEN Z). Because they are eager to learn, looking for those who are still fit, feel free to express themselves, and are easy to work with. Related to productivity and long-term employment opportunities."

The Impact of Ageism on Job Accessibility for Jobseekers in Indonesia

The age restriction in job advertisements in Indonesia has had a less inclusive impact on job seekers in accessing decent work that can fulfil their livelihoods and achieve economic welfare. Difficult access to jobs coupled with age qualification and body objectification, often exclude job seekers at the most basic stage, leading to the decision to ignore job advertisements, and making it even more difficult for job seekers to access jobs, which can be seen in Table 3.

Initial	Age	Province	Behaviour	Coding	Reasoning
MY	25	North Sumatra	Ignoring	Age requirement	Because brochures or advertisements that are listed usually write age restrictions, especially for women
LA	26	North Sumatra	Ignoring	Age requirement	Will be rejected if it does not meet the requirements
FI	28	East Java	Ignoring	Age requirement	Age limit. Feeling old when you're actually young.

AE	31	West Java	Ignoring	Age requirement	Age has exceeded the required limit
WA	25	North Sumatra	Ignoring	Age requirement	My age is inadequate
AI	25	North Sumatra	Ignoring	Age requirement	Pessimistic, because of the age requirements made, it is definitely not passed.
RO	30	Bengkulu	Ignoring	Age requirement	Age formality restrictions
SS	35	West Java	Ignoring	Age requirement	Age requirement constraint
NA	31	West Java	Ignoring	Age requirement	Due to not fulfilling the age qualification
AN	25	West Nusa Tenggara	Ignoring	Work Experience	Because it must fulfil the work experience requirement
IM	25	DI Yogyakarta	Ignoring	Work Experience	Qualifications that don't match my competence
RA	23	DI Yogyakarta	Ignoring	Age and Work Experience requirement	Age and location restrictions as well as my experience which sometimes does not match the jobdesk in the job vacancy.
MA	25	Bali	Ignoring	Age and Work Experience requirement	Criteria not met
TI	23	South Sumatra	Ignoring	Age and Work Experience requirement	Because it is definitely not accepted

Table 4: Reasons job seekers ignore job adverts
 Results of the author's data processing 2024 [source]

Table 3 above shows that some of the reasons why job seekers ignore and find it very difficult to get a job, can be seen in 3 basic reasons, First, age is often the most important aspect presented in job advertisements in addition to other identities and objectification of their bodies. Secondly, work experience requires an age between 2-5 years, so this becomes a dilemma, where when age allows but does not have experience and vice versa. The third reason is the combination of age and work experience based on these reasons it can be identified that ageism has an impactful effect on the determination patterns and preferences of Oldjobseekers to continue or ignore jobs that require a certain age, even on the one hand giving a pessimistic effect that considers that applying for a job will only be a waste and waste of time because it will not be considered.

One's unluckiness in obtaining something (a job) often also has an impact on one's personal life, be it positively (as motivation) or negatively (decreased self-confidence) and in this case, we found that what our informants felt was prutation and feeling worthless, such as one of our informants named Mba WA (pseudonym), where according to her confession, When applying for a job and not getting the desired results, the informant had psychological pressure that even arose from within himself (intrinsic) even though his parents never demanded anything, but this arose from within the informant who considered that as a child and having graduated from college it was not good to be unemployed and a burden on parents, even to the point of hurting himself and once banging his head against the wall. As stated by Mba WA in the excerpt from her interview.

Yes, it's true, I was in that phase where at that time I had just finished graduation but I was still unemployed for half a year, I had applied for a job but no one accepted, my family never demanded anything but as a child I didn't want to be unemployed for too long and burden my parents" It's nothing maa, it's just that seeing people working I stress myself, until sometimes I bang my own head. If your immediate environment is materialistic, ultimately work is the key to success. Success is noble. Not working is not noble. In the end, discrimination both verbal and non-verbal will sometimes be accepted by oneself. During my gap year of more than a year, there was certainly deep prejudice from neighbours around my house, who thought that I was incapable of

working, as well as prejudice that I was too picky about a job. And when I did get a job, my neighbours still gossiped about me with the prejudice that I was hired not because of my own hard work, but because of the negative things that other people thought I had done. Perhaps they thought that my education and study programme qualifications were not good enough to compete in the job market. (I am a bachelor of science education graduate, used to work at PT, admin stock/warehouse)

Job seekers not only experience challenges in getting a job due to the age limit, but this also has a significant impact on their personal lives such as social, economic and psychological impacts. For example, in terms of social impacts, some job seekers prefer to isolate themselves from the social environment due to embarrassment and to avoid scorn from others, as said by a research informant named NA (pseudonym):

"Sometimes I have unfavourable views from my neighbours, so when I was a jobseeker, I was reluctant to have social interactions with my neighbours. Feeling insecure, afraid to try and feeling like you have no career opportunities"

Overall, the impact of jobseekers who failed to get a job is divided into three categories, which can be seen in Table 4 below:

Initial	Province	Age	Impact	Experience
MY	North Sumatra	25	Psychological	Feeling patronised by people around you because you have a degree but don't work. Some say why go to university if only as an unemployed and housewife?
IM	DI Yogyakarta	25	Psychological	There is stress for me when applying for a job
LA	North Sumatra	26	Psychological	There is a lack of confidence in the neighbourhood when faced with questions about work.
FI	East Java	28	Psychological	Feeling useless, independent, and insecure when competing with Gen Z, already at this age but not yet established.
WA	North Sumatra	25	Psychological	Crazy, Stress, Depression, I stress myself out, to the point where sometimes I bang my own head.
NA	West Java Province	31	Psychological	Feeling insecure, afraid to try and feel that I had no career opportunities. Sometimes having an unfavourable view from the neighbourhood, so when I was a jobseeker, I was reluctant to have social interactions with the neighbourhood.
TI	South Sumatra	23	Psychological	Excessive stress depression by looking at one's achievements.
AI	North Sumatra	25	Social	I'm asked when I'll be working and treated differently from my siblings who are already working. Even though they seem supportive, I still feel discouraged.
MA	Bali	25	Social	It's definitely a question that gets asked a lot. Why aren't you working yet? There are no vacancies? Even though we have tried for others who have not worked and are unemployed for a long time, it is very necessary to ask why. It should provide a solution whether it's locker advice, or there are locker openings. Because having a 'channel' is also important in finding a job.
AN	West Nusa Tenggara	25	Social	Negative judgment and scorn
RO	Bengkulu	30	Social	Poorly treated, due to the materialistic nature of the immediate environment, work is ultimately the key to success. Success is noble. Not working is not noble. In the end, both verbal and non-verbal discrimination is sometimes accepted by oneself.
SS	West Java	35	Social	Clasphemed and bastardised

RA	DI Yogyakarta	23	Social	Considered lazy
AE	West Java	31	Economic	Economically, sending job applications requires a certain amount of money either for the cost or for the quota, and this is quite burdensome for me because I have no income.

Table 5: Ageism's impact on informants' social lives seen from 3 aspects, psychological, social and Economic
 The results of the author's data processing 2024 [source]

Based on Table 5 above, it can be seen that the impact faced by job seekers is not only limited to difficulties in obtaining employment but also has a gradual impact on the informants' pre-employment life where in addition to social stigma and economic impact, difficulties in accessing and obtaining employment also have an impact on the respondents' psychological condition. Even when at the stage of despair, respondents do not hesitate to hurt themselves, consider themselves worthless, stress and even when they have tried their best socially, they still receive negative responses in the form of demeaning stereotypes, which ultimately leads to poor mental health and self-exclusion from the social environment.

OldJobseekers' Experiences and Perceptions of Age Discrimination in Job Advertisements

The job search process presents a significant challenge for those seeking employment, requiring a significant investment of time and energy from family members. Widya (pseudonym), one of the author's informants, revealed that the age limit in job advertisements frequently hindered her ability to secure a job. This was not due to a lack of demand for her qualifications, but rather the age limit that immediately discouraged her from applying for the job.

"That's right, in my opinion, it is a form of discrimination, besides discrimination, there may be an element of nepotism, I have tried to apply for a job X, where there is also someone who applied besides me and I know that the criteria for the adequacy of his grades are below mine which is one of the criteria for entering this place X, and I also know that he has a family relationship with his Human Resources Department (HRD). In the test and interview, I was still superior to him, I could see from the fluency and test scores, but at the second interview, I was blacklisted without any particular reason. And he was accepted at the second interview at place X." There are many people who need work. It needs to be inclusive because what is seen is the skill, not the age. Age is not a benchmark in working. As long as you are capable and qualified, age should not be a problem. But there are still many lockers that include age in the criteria"

The definition of a person's body through age-based stereotypes in this case hurts fewer job opportunities, where based on informants' recognition, they consider that age is not important compared to the skills offered even at an age that does not meet the qualifications. The practice of ageism in job advertisements is a fundamental issue that inhibits job seekers from pursuing a career even though they are still at a very productive age. The application of standardisation that is considered less relevant to the unique provisions in this case (requirements in job advertisements) has the potential to take away everyone's job opportunities for a career, so that no matter how many opportunities are felt to be in vain if job advertisements are still not inclusive for those who are still productive but are limited by age provisions. Although on the one hand, the application of age is considered a way for the company to provide a sustainable working period for each prospective candidate, on the other hand, this becomes biased when this actually turns into a barrier for jobseekers to have a career at a relatively young and productive age, even with a bona fide physical condition, Furthermore, the application of age provisions, in this case, is also very contrary to their rights as citizens, such as the right to work and decent livelihoods, the right to life and survival, the right to form a family, the right to education, the right to advance themselves collectively, the right to legal protection, and other human rights.

Ageism in the workplace often presents a challenge for job seekers in Indonesia, particularly for those who are at a productive age and find themselves unable to advance their careers due to age discrimination. Ageism factors, such as stereotypes and stigma, often contribute to the difficulty job seekers face in securing job opportunities. Age restrictions in job advertisements often discourage prospective applicants, as they believe their efforts will be in vain if their

qualifications do not align with their current age. The practice of age discrimination in the recruitment process is inseparable from the company's practice of prioritising the appearance and visual appeal of candidates when applying for frontline positions, even for job seekers who are still of productive age. Not only is age a criterion, but it also implicitly selects the candidate's appearance, making it an important part of the recruitment process through age restrictions. As a result of this practice, jobseekers often face challenges in securing employment, which can hurt their social life, as shown in Table 5. The most significant impact is the psychological and social impact, which leads to social exclusion due to stigma and stereotyping, as shown in Table 5. Therefore, resolving the issue of ageism is crucial to reducing the number of productive-age unemployed in Indonesia. The following table illustrates the prevalence of Ageism practices in Indonesia in terms of the three levels mentioned above:

The impact of Ageism on Oldjobseekers on three levels		
Micro (thoughts, emotions, actions)	Meso (groups, organisations and other social entities)	Macro (relating to cultural values or values of society as a whole)
At the micro level, the impact of ageism on job seekers in Indonesia can be seen in their perspective in sorting out jobs which is then channelled through actions in the form of ignoring job vacancies that require age as can be seen in Table 3 regarding how often respondents ignore job vacancies that require age. Although at the micro level, ageism is related to emotional attitudes and ageism actions that come from oneself towards others, on the one hand, this is also an intrinsically enforced action in viewing oneself when facing job advertisements that require age, as a person who is not young and has no career opportunities (Powell et al., 2018).	At the meso ageism level, it can be seen from recruitment practices that apply certain age limits, which subjectively provide certain definitions and stereotypes of age groups that are not following the maximum age limit, where age, in this case, is used as a selection for a candidate's looks and appearance required as quoted in the HR interview in subheading Correlation between Age and Body, and why is age important in job advertisements and Table 2. So Ageism does not always start at the individual level. Groups, organizations, and other social entities might be the precipitators of ageism, as well. An important example concerns the rules governing entry to and exit from an organization. In the labour market, age can be decisive for entry into a company ("too old to be hired") or for exit from a company ("pension age"). (Powell et al., 2018)	At the macro level and the highest level, the practice of ageism can be seen from the topic of discussion (Experiences and perceptions of job seekers towards age discrimination in job advertisements) in the form of stigma and exclusion in the social environment such as the assumption that working is noble, so not working means not noble, which causes some informants to exclude themselves from the realm of the social environment. where according to (Powell et al., 2018) the macro level is related to cultural values that humiliate older people, and in community institutions, such as regulatory regulations. This order can also be seen that in the wider social community children must find work after completing their education, so if they do not socially they will get negative stereotypes and scorn such as laziness, and get different treatment from siblings who are already working.

Table 6: Impact of Ageism on Old Job Seekers in Indonesia in three levels
 author's data processing results 2024 [source]

Table 3 illustrates the categorization of ageism in job advertisements for older job seekers in Indonesia into three levels. At the lowest level, known as micro, ageism frequently leads individuals to feel unworthy and disqualify themselves from various job opportunities, a phenomenon known as self-ageism (Okun & Ayalon, 2023). This negatively impacts the self-confidence of old job seekers, as ageism negatively impacts their psychological well-being (Kang & Kim, 2022). The second level, known as the meso level, involves organisational groups and other entities implicitly selecting candidates based on their age, not their qualifications, but their appearance. Meanwhile, the macro level of ageism's influence manifests in society's reaction to jobless older job seekers, often labelling them as lazy, unemployed, or unworthy due to structural systems and provisions that disadvantage specific age groups.

CONCLUSION

The results of this research indicate that age discrimination remains prevalent in job advertisements across Indonesia, with both public and private sectors frequently using age as a criterion for candidate selection. The persistence of ageism highlights its significant impact on the workforce, resulting in limited career opportunities and affecting individuals' social, economic, and psychological well-being. Ageism also influences job seekers' preferences, potentially contributing to the country's youth unemployment rate. These findings underscore the need for more inclusive policies

and practices in the workplace, along with concerted efforts to combat age discrimination to create a more equitable, inclusive, and sustainable work environment. The author acknowledges that the scope and methodology of this research are limited, and future studies are encouraged to explore a broader and more specific range of contexts, methods, and subjects.

ACKNOWLEDGEMENT

The authors would like to express their gratitude to all the informants for their participation in this research and for generously offering their time for interviews. We are also thankful to the reviewers for their valuable feedback and time spent reviewing this paper, helping to improve its quality.

REFERENCES

- Anggita, S. D. (2023). Gender Bias in Job Advertisements (Study on Instagram Accounts @ openkerja, @ loker. id, and @ lokerind). *Paradigma*, 11(1).
- Ayalon, L. (2020). Life in a world for all ages: From a utopic idea to reality. *Journal of Elder Policy*, 1(1), 39-67. <https://doi.org/10.18278/jep.1.1.3>
- Ayalon, L., & Tesch-Römer, C. (2018). *Introduction to the Section: Researching Ageism*. 403–407. https://doi.org/10.1007/978-3-319-73820-8_24
- Ayalon, L., Dolberg, P., Mikulionienė, S., Perek-Białas, J., Rapolienė, G., Stypinska, J., Willińska, M., & de la Fuente-Núñez, V. (2019). A systematic review of existing ageism scales. *Ageing Research Reviews*, 54(May), 100919. <https://doi.org/10.1016/j.arr.2019.100919>
- Butler, R. (1967). Ageism: another form of bigotry. *Gerontologist*, 9(4), 243-246.
- Central Bureau of Statistics. (2023). *February 2023: Open Unemployment Rate (TPT) at 5.45 per cent and Average Labour Wage at IDR 2.94 million per month*. <https://www.bps.go.id/id/pressrelease/2023/05/05/2001/februari-2023-tingkat-pengangguran-terbuka--tpt--sebesar-5-45-persen-dan-rata-rata-upah-buruh-sebesar-2-94-juta-rupiah-per-bulan.html>
- Clarke, L. H. (2018). American Society on Aging Women, Aging, and Beauty Culture Author(s). *Generations: Journal of the American Society on Aging*, 41(4), 104– 108. <https://doi.org/10.2307/26556326>
- Cowgill, D. O., & Holmes, L. (1972). *Ageing and modernization*. New York: Appleton Century-Crofts
- Crenshaw, K. (1989). Demarginalising the Intersection of Race and Sex: A Black Feminist Critique of Antidiscrimination Doctrine, Feminist Theory and Antiracist Politics. *The University of Chicago Legal Forum*, 139-168.
- Cuddy, A. J. C., & Fiske, S. T. (2002). Ageism Stereotyping and Prejudice against Older Persons. *Ageism Stereotyping and Prejudice against Older Persons*, 1966-1061. http://blogs.cofc.edu/writing/files/2010/08/Nelson_Aging.pdf
- DataIndonesia.id. (2023). *Data on the Number of Unemployed in Indonesia by Age Group in 2023*. <https://dataIndonesia.id/tenaga-kerja/detail/data-jumlah-pengangguran-di-indonesia-menurut-kelompok-umur-pada-2023>
- Febrianingrum, K., Nadlif, A., & Astutik, A. P. (2024). Parents' Strategies in Shaping Polite Behaviour in 9-10 Year Old Children in Lebo Village RT 12 RW 03 Sidoarjo. *Scientific Journal of Batanghari University Jambi*, 24(1), 882. <https://doi.org/10.33087/jiubj.v24i1.4258>
- Husnud, D. (2022). Factors Affecting The Unemployment Rate In Indonesia. *Independent: Journal Of Economics*, 2, 155-168.
- Izzati, Nabiyla R. (March 07, 2023). Diskriminasi Usia Dalam Lowongan Pekerjaan: Bagaimana “Ageism” Merugikan Pekerja, Terutama Pekerja Kontrak dan Perempuan. <https://theconversation.com/diskriminasi-usia-dalam-lowongan-pekerjaan-bagaimana-ageism-merugikan-pekerja-terutama-pekerja-kontrak-dan-perempuan-199603>
- Jati, R. L. (2023). *Tips for Jobseekers to Get a Job Fast*. <https://haswara.co.id/artikel/tips-untuk-para-jobseeker-agar-cepat-dapat-pekerjaan#:~:text=Jobseeker is a term for someone, triggering the difficulty of getting a job.>
- Kananda, K. F. (2024). Tetap Muda Tanpa Menjadi Orang Tua: Melihat Childfree dalam Wacana Awet Muda di Media Sosial. *Anthropos: Jurnal Antropologi Sosial Dan Budaya*, 10(1), 93–106.
- Kang, H., & Kim, H. (2022). *Ageism and Psychological Well-Being Among Older Adults: A Systematic Review*. 8, 1-22. <https://doi.org/10.1177/23337214221087023>
- Larasati, Y. G., & Fernando, H. (2023). *Objektifikasi Tubuh Dalam Iklan Rekrutmen Kerja Di Instagram: Questioning Women Empowerment*. 8(2), 85–106.
- Lutfan. (2023). Bekasi youth sue labour law to Constitutional Court: Remove Working Age Limit. *KumparanNews*. <https://kumparan.com/kumparannews/pemuda-bekasi-gugat-uu-ketenagakerjaan-ke-mk-hapus-syarat-batas-usia-kerja-22IYurg2GIR/full>
- Miles & Huberman. (2014). *Qualitative Data Analysis*. University of Indonesia Press.
- Nelson, T. D. (2005). Ageism: Prejudice against our feared future self. *Journal of Social Issues*, 61(2), 207-221.
- Okun, S., & Ayalon, L. (2023). And What About Self-Ageism? "Inner Work" as a Fifth Strategy for the Eradication of Ageism And What About Self-Ageism? "Inner Work" as a Fifth Strategy for the Eradication of Ageism. *Journal of Aging & Social Policy*, 00(00), 1-17. <https://doi.org/10.1080/08959420.2023.2226294>
- Peng, Y. (2022). A two-study examination of age discrimination, work meaningfulness, and bridge employment intentions. *Career Development International*, 27(3), 391-407. <https://doi.org/10.1108/CDI-11-2021-0295> Labour Law Article 5 Year 2003.
- Powell, J. L., Chen, S., & Tesch-römer, L. A. C. (2018). *Contemporary Perspectives on Ageism*. Springer Open.
- Shelomita Putri Amelia, Aurelya Putri Alzahrah, & Dewi Safira. (2024). Pengaruh Persyaratan Usia Terhadap Peluang Kerja Bagi Tenaga Kerja Di Indonesia. *Terang: Jurnal Kajian Ilmu Sosial, Politik Dan Hukum*, 1(3), 66–75. <https://doi.org/10.62383/terang.v1i3.363>

World Health Organisation. (2020). Ageing and life-course. <https://www.who.int/ageing/ageism/en/>