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Human Capital for Start-up Business Implementation over Home Care “4 Care” Application Programs

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At present, business competition in the health care industry is getting tighter and encouraging companies to plan innovative HR fulfilment strategies. To capture market needs, companies must have added value to their human resources. In addition, PT Rembaca Catur Sekawan as a company that has the 4 Care brand must also have a good HR strategy to be able to compete with competitors. To compete and survive, the company's focus activities and business processes must concentrate on dynamic customer needs until the goals of meeting customer needs and customer satisfaction are met. Therefore, our initial business focused on how to educate about the importance of mobile-based health services so that customers are provided with ease in determining services without having to leave home or residence, but health workers are present before customers. To meet the dynamic needs of customers, a Human Capital Strategy is needed strong and capable and always follows the times.

Keywords: Human Capital Strategy Planning 4 care.

1. INTRODUCTION

To achieve success a company is very dependent on the way the company carries out a human capital management process. A human capital does not just as a labor but knowledge, abilities, and how a person can have value to the company [1]. Therefore, the human resources division in PT Rembaca Catur Sekawan have an important role in maintaining the company's stability and progress by implementing the Human Capital strategy as follows Make an effective and efficient HR planning strategy, Implementing an effective recruitment strategy and experienced HR who have the requirements for completeness and skills in accordance with the needs of the company, Implement skill enhancement and human resource development and, instill corporate values, and manage the competencies and workforce capacity development through training activities, and manage compensation and benefits for the workforce in accordance with the performance and values offered by the company to its employees and partners. Create and implement a compensation system that is transparent and in accordance with applicable law in Indonesia.

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with a transparent system, it is expected that each employee and partner can compete to provide the best and can indirectly improve company performance and Maintain employee turnover rates below 5% and ensure partners who always work follow SOPs and reduce employee discipline levels and partners in working and avoiding things that can damage the company's image [2].

2. METHODOLOGY

A. HR Objective

The objectives of the PT Rembaca Catur Sekawan HR division such as Plan and meet the needs of human resources in accordance with the needs and development of the company, Managing human resources to improve company performance by providing training, and Maintain a company turnover rate below 5% for each year in order to retain employees so that they can support sustainable company performance [3].

B. HR Goals

The targets of a human resources division as follow Recruit qualified workforce with beat qualifications or experienced in the digital field and at least 2 years in their

fields for permanent employees and workers who have high passion in the digital industry and the desire to develop for interns, Provide regular training at least 2x in a year to improve employee and partner competencies both in terms of soft skills and hard skills, Provide a comfortable working atmosphere and create harmonious relations between employees, Improve the welfare of the workforce by providing compensation in accordance with performance and work

3. RESULT AND DISCUSSION

A. Corporate Culture

Corporate culture is shared values system and habits that forms the foundation for developing and reaching the company's vision [4]. The culture adopted by PT Rembaka Catur Sekawan is Optimization, Integrity, Excellence Innovation, and Leadership [5].

1) Optimization

Optimization is an embodiment of the organization in comprehensive organization of employees and partners that are directed to achieve results effectively and efficiently to achieve the best results, the highest, in term of processes, systems and decision making [6].

2) Integrity

Employees and Partners always uphold the code of ethics, integrity, honesty and moral principles as the basis in carrying out company policies and in daily work, which is believed to have a positive impact on employees and partners who work both inside and indirectly involved with the company [7].

3) Excellence

Customer satisfaction is very important for the company. By offering solutions that can answer problems from customers and superior service, employees and partners will help the company develop better and will increase the customer's sense of trust in the company.

4) Inovation

Innovation is a company value that always fosters a culture of curiosity, encouraging and valuing all new ideas or innovations related to product innovation, process innovation, organizational innovation or business model innovation so that the company is always ready to face market changes in the future.

5) Leaderships

Leadership is an inculcation of attitude for each employee of PT. Rembaka Chess Sekawan to have an optimistic attitude, always enthusiasm and be an inspiration to the environment in achieving work success.

The five values mentioned above are believed to be in accordance with the company's mission and can support business continuity.

B. Company Artifacts

Artifacts can describe a corporate culture that sometimes does not seem real to the public or consumers [8]. The forms of PT Rembaka Catur Sekawan artifacts as a

startup company, the language used is simpler or easier to understand to continue to improve innovation without any obstacles in the form of position gaps. Although ignoring the gap, but still upholding the integrity and honesty and moral principles to respect each other. The rituals that will be carried out by the company are briefings, employee gathering and outing activities. The purpose of the ritual held by the company is to embed the company's values into employees to reflect the company's value through the products produced for consumers.

C. Organizational Structure

The organizational structure used by PT Rembaka Catur Sekawan is an organic organizational structure where the company operates with a wide range of controls, decentralized decision making, and little formality [9]. Fast information rotation, free communication, and a workforce with diverse abilities are characteristics of digital companies.

D. Human Resource Planning

The planning of the number of human resources for the most likely scenario at PT Rembaka Sekawan chess will be made within a period of 10 years so that the HR needs are reflected in the number of those needs [10].

E. Recruitment

Recommendation is the other way to recruit employees by requesting the employees who work for the company to recommend suitable candidates [11]. But it is undeniable that currently there are a lot of companies doing online recruitment to get the desired workforce. There are many professional media such as LinkedIn, Jobstreet, JobsDB that provide information and even workforce recommendations that are in line with company values when using premium services that provided [12]. IT-based tertiary institutions are developing in Indonesia, the company believes that tertiary institutions are the ideal place to look for potential candidates to work for the company. Recruitment is carried out by working closely with the career divisions of selected tertiary institutions based on the credibility and quality of campus graduates recognized by the community. The company is also considering recruiting workers through a system of recommendations both from employees who have worked at the company and those related to the company. For corporate partners the recommendations will be made through associations that overshadow health workers such as the Indonesian National Nurses Association (PPNI), the Indonesian Midwives Association (IBI), the Indonesian Physiotherapy Association (IFI). It is expected that the association's recommendations can ensure the need for qualified health workers and have a background that can be accounted for. In the world of startups, it is very common to do a competition by technology companies to look for talented seeds in the world of technology.

Companies also consider holding a competition as the best employee search process.

F. Selection

After the company has a list of candidates from the recruitment results, the next stage the company will call each candidate to undergo the selection phase. The selection process will be carried out with five factors, as follows:

1) Curriculum Vitae and Portfolio

The first stage of selection is through screening Curriculum Vitae and specifically for engineers and designers must include portfolio. Each candidate will be seen to be in conformity with the needs of the company.

2) Interview with HR Manager

Candidates who have passed the first selection stage, will undergo the next test in the form of an interview with the HR Manager. In this stage, candidates will be asked about their motivation, background, education, abilities and work experience.

3) Interview with Users

The next stage the candidate will go through the interview stage with the user which incidentally discusses more in the technical direction of the job as well as the specific abilities needed by the company.

4) Offering

After passing through several previous stages, candidates who have passed and match the company will be offered an offer. The bid will be made through a face-to-face process so that in the event of a negotiation process it can be immediately resolved by signing on the work contract if an agreement has been reached on both parties.

5) Completeness of Documents

In this process the candidate is in the final stage of the process and before joining the company, candidates are required to complete the required documents such as photocopies of identity, and other supporting documents such as family cards, Tax ID number (NPWP), letters and other supporting documents.

G. Training and Development

In addition to recruiting qualified workers, the company also strives to conduct training and development to maintain and improve the quality of the workforce within the company. Training and development planning is tailored to the needs of the company in the face of competition and market changes. Training and development will include hard skills and soft skills. The following are the stages in conducting training. Here, many staff are concerned with how employees are selected, recruited, trained, motivated and valued [13]. The company will evaluate problems or needs that

require training and development every semester. After seeing the needs, the HR department will select workers who need training, training methods, and calculation of training budgets. The training will be conducted according to predetermined objectives. Training activities will be divided into two parts, namely orientation and capacity development. For orientation, it is aimed at workers who have just joined to instill values, vision, and explain ethics in the company. Every training conducted must go through an evaluation stage to see whether the training provided is effective and can solve problems [14]. The success of a training can be seen from the performance, motivation, and evaluation of the KPI of the workforce participating in the training. Every worker has the opportunity to improve his performance by getting a promotion, the promotion will affect the group in the results of the incentives that will be given. Evaluation will be carried out annually both in terms of performance, motivation both at work and to develop, as well as education or experience that are required to be at the next career level.

H. Compensation System

The compensation system that will be used at PT Rembaka Catur Sekawan is divided into Direct Compensation and Indirect Compensation [15]. The direct compensation is compensation directly received by employees for their performance, in the form of salaries, incentives, bonuses, and commissions. Each function in the company has different nominal points, thus determining the amount of salary that is categorized into several levels. However, the annual bonus is a bonus given by the company at the end of the year based on employee performance. The bonus amount depends on the employee's performance in the current year based on the employee key performance indicators (KPI) evaluation. Also a holiday allowance (THR) is given to each employee on the eve of Eid and Christmas. Here, the paid leave is additional compensation where employees who have worked more than 12 months can apply for paid leave of 12 days and to take leave, employees are required to apply for leave permission with the approval of the head of the employee's division of work. For employees who are unable to attend due to illness, can apply for leave with a note attaching a doctor's letter if unable to enter for more than 2 (two) days. If the employee suffers from illness it's severe enough to postpone the work. For employees who do not come to work for reasons of delivery, the policy used by the company. An employee does not get paid if he does not work. Non-financial compensation is in the form of work itself and also the workplace environment. Compensation for the work itself includes meaningful work satisfying, recognition of achievement, opportunities to grow and develop and comfort in doing work. In the work environment, compensation can be given in the form of capable leaders, competent employees, appropriate status

symbols such as the size and location of offices and job titles, while also comfortable and safe working conditions. The compensation provided aims to stabilize the work-life balance of workers at PT Rembaka Catur Sekawan. The general policy regarding compensation also concerning compensation and how to pay it [15]. To optimize employee performance, the company conducts an evaluation every month by looking at the KPI progress of each employee. In this case, the performance in the KPI determines the bonus award at the end of the year. The company also provides a special room for employees to get rid of the boredom that contains musical instruments, game consoles, home theater. In addition, the company also provides Zumba and Yoga trainers and equipment for employees who want to attend classes. A companies can terminate employment with employees, if one party terminates the employment relationship before the end of the period specified in the work agreement for a certain time, the party ending the employment relationship is required to pay compensation to the other party. amounting to workers' wages until the expiry of the term of the work agreement. The company will provide compensation in accordance which regulates the provision of severance pay in the event of termination of employment.

4. CONCLUSIONS

To achieve the goals and objectives of human resource planning, PT Rembaka Sekawan will reduce uncertainty in human resource management in the company. These functions are related to other fields of management, such as operations management, marketing management, financial management, and human resource management it self. The purpose of the identification step is to learn and understand all company activities and aspects in the organizational environment. The implications of human resource planning are enhanced from knowledge of any information, which is useful for making decisions about the company's needs and for determining the availability of human resources in the future. The development of human resource goals and targets is carried out through interpretation of any information collected. Then, the information is applied to determine priorities, targets, and goals. The action and planning steps focus on implementing human resource policies and programs. This step talks about methods for making achievement easier. In addition, this step includes several activities that make the needs and availability of human resources visible. The final step is evaluation. This is done to investigate whether the program was run successfully or the program might need some improvement. In addition, the policy that has been carried out will be evaluated, whether it produces the expected target, or there are several aspects that need further investigation.

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