

Human resource Management Strategy in the Facing of Global Competition (Case Study of Toko JJ Koto Raya Makassar)

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Abstract

This research aims to determine the human resource management strategy at JJ Koto Raya Store in the face of global competition. The process of data collection, data reduction, data submission, and drawing conclusions are all parts of the data analysis carried out in this study. This research method is qualitative, which is a type of research method that involves collecting, writing, and explaining data before analysis. The sample in this study uses the purposive sampling technique. Managers and employee staff became the sample (informants) in this study. The results of this study show that the implementation of the right HR management strategy can increase employee productivity and the company's competitiveness in the face of global competition.

Keywords: *Human resource Management, Strategy, Global Competition*

Abstrak

Penelitian ini bertujuan untuk menentukan strategi pengelolaan SDM di Toko JJ Koto Raya dalam menghadapi persaingan global. Proses pengumpulan data, pengurangan data, penyampaian data, dan penarikan kesimpulan adalah semua bagian dari analisis data yang dilakukan dalam penelitian ini. Metode penelitian ini adalah Kualitatif, yaitu jenis metode penelitian yang melibatkan pengumpulan, penulisan, dan penjelasan data sebelum analisis. Sampel dalam penelitian ini menggunakan Teknik purposive sampling. Manajer dan staff karyawan menjadi sampel (informan) dalam penelitian ini. Hasil dari penelitian ini menunjukkan bahwa penerapan strategi pengelolaan SDM yang tepat dapat menaikkan produktivitas karyawan dan daya saing perusahaan dalam menghadapi persaingan global.

Kata kunci: Pengelolaan Sumber Daya Manusia, Strategi, Persaingan Global

1. INTRODUCTION

The era of globalization shows that organizations not only compete at the local level, but also at the global level. This condition shows how important it is for organizations to prepare their human resources to be able to compete with growing global competitors. Various changes in the market, such as technological developments, increasing competition, and dynamic government policies, cause organizations to constantly change and manage their Human Resources.

Globalization is inevitable, so it requires humans to always be ready to face changes and competition at the international level. If they are not able to adapt, then humans will lose. This will also be faced by an organization, if they are unable to survive in the era of globalization. One of the determining factors needed for human resources to be able to compete at the international level is persistence. Because persistence will allow humans to focus on goals, so that they can encourage creativity in finding solutions, and increasing their potential.

Therefore, companies engaged in the accessories business need to have a human resource management strategy that can support the achievement of their business goals. By implementing the right HR management strategy, companies can improve the quality and quantity of their human resources. Quality and sufficient human resources can be an asset and an advantage for companies in facing global competition.

Quality human resources can provide added value for the company such as improving the quality of products and services, increasing customer loyalty and satisfaction, increasing innovation and creativity, and also increasing efficiency and productivity. Sufficient human resources can provide flexibility and readiness for companies in facing changes and challenges that arise in the global market. So that the synergy of the government, educational institutions, and the general public is an actor who is able to anticipate the increase in the unemployment rate by being aware of education and starting to hold training programs for each generation to be able

to produce quality human resources (Kusumaningrum, 2017). One of the business ventures that is skyrocketing and is becoming the center of public attention today is the business in the field of Accessories, where this business provides quite rapid development every day.

In the Indonesian economy, the Accessories Business is the type of business that has the largest number and has proven to be resistant to various kinds of shocks of the economic crisis. One of the businesses that is currently competing in the global market is the JJ Koto Raya Accessories Store Jalan Laiya 3 no 23 Makassar.

2. LITERATURE REVIEW

Strategy

At the same time, it is not easy to understand the strategi of kareina as well as the literati imprecates the deifinisi that is beirbeida-beida and currently there is no standard deifinisi. To implement the peingeirjeilas strategi, beibeirapa people try to distinguish between strategy and tactics. In other words, strategy is a means to achieve long-term goals, while tactics are a means to achieve long-term goals.

Afandi (2018) Strategic management is the purpose of people to achieve organizational goals and the implementation of the functions of planning, organizing, organizing or staffing, training and leadership, and controlling.

Meanwhile, Malayu, S.P Hasibuan (2016) Explains that strategic management is a science and that regulates the process of utilizing human resources and other resources in an efficient way to achieve a specific goal.

Thus, it can be concluded from the two points that management is the process of organizing the organization, the implementation/implementation of activities in an organization to achieve the goals of the organization that have been implemented by the organization.

Human resource Management

According to Ajabar, 2020:5) Human resources refer to the development of human resources whose duties include planning, implementing, recruiting, training, developing employees, and implementing organizational development initiatives of an organization or company. Basically, there is no company that does not need human resource management, or the cool term human resources (HR).

The human resources department is responsible for handling various company needs related to human resources (HR), including human resource management (HR), so that all activities and tasks run more smoothly and efficiently. In running an organization or company, talented human resources are needed in their respective fields. In carrying out activities in a company or organization, human resource management (HR) is also needed to ensure that activities run smoothly and achieve the desired goals.

Performance Assessment

Menurut Kasmir dalam (Ainnisya & Susilowati, 2018) Penilaian kinerja dilakukan dengan melalui dari yang paling rendah sampai yang paling tinggi. Penilaian didasarkan pada pendapat para penilai. Pada umumnya penilai diberi formulir, yang berisi sejumlah sifat dan ciri ciri hasil kerja yang harus diisi. Penilaian pada umumn ya diisi oleh atasan yang memutuskan pendapat apa yang paling sesuai untuk setiap tingkatan hasil kerja.

In addition, according to Martoyo (in Yahya and Hidayati 2020) said that employee performance assessment is a very systematic assessment of the performance appearance of the employee itself and of the potential performance of employees in an effort to develop themselves. The benefits of performance appraisal for companies are as a tool in decision-making and to formulate policies as an effort to improve the quality of learning and educational services in line with the needs of all stakeholders.

Performance appraisal refers to the content of the work they do and what they expect to achieve in each aspect of their work (Rivai, 2021). (Mink 2019) It is argued that individuals who have high performance have several characteristics, namely: achievement-oriented, confident, self-controlled, and competent.

Global Competition

Globalization is a phenomenon of human civilization that is teiruis beirlangsuung in the global society and is part of the global process of faith. The existence of information technology and communication technology implies, the process of globalization. Globalization has impeded the seimuia aspek of the inning. national and global peingaruh. The impact of globalization has forced many countries to change their vision and understanding in the face of the nation's consequence, not just because of the factors, bava budimansyah dan laurentius axel (2024).

3. RESEARCH METHODOLOGY

In this study, the author uses a qualitative research method with the type of research used a descriptive approach. According to Nazir (2014) Descriptive research examines the state of human groups, objects, conditions, thought systems, and current events with the aim of making a systematic, actual, and accurate description of the facts being studied. Qualitative descriptive research is a type of strategic research that examines events or phenomena in people's lives by asking a person or group of people to tell their own story. The researcher then recounts this information in a descriptive chronology According to Nana Syaodah Skmadinata (2017) Qualitative descriptive research aims to decipher and describe existing phenomena, both natural and man-made. This research pays more attention to the characteristics, quality, and relationship between activities. In addition, descriptive research describes the condition as a whole, without treating, altering, or altering the variables being studied. However, the research itself, which was conducted through observation, interviews, and documentation.

4. RESULTS AND DISCUSSION

Result

From Variety The interview results from all informants show that the owners and employees control decision-making and business management well and optimally, which allows the company to grow.

Ability is a person's capacity to learn a skill and apply it to perform various tasks in the workplace. The talents that a person has are different based on the human resources he has. Based on the results of interviews and observations of human resources at the Jj Koto Raya Makassar Shop, they have the ability to overcome problems related to human resource performance. This ability plays a role in managing and improving employee performance at the JJ Koto Raya Store.

5. CONCLUSION

Based on the results of the above discussion and research that has been carried out regarding human resource management strategies in the face of Global Competition, it can be concluded that they are:

The human resource management strategy carried out by Toko JJ Koto Raya in facing global competition is in accordance with the opinion of Human Resource Management stated by Dhany Iskandar (2018), namely recruitment and selection, training and development, employee determination policies, performance evaluation and promotion, bonus and sanction provision.

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