

Perumusan format selection karyawan, penyusunan job description dan penyusunan performance appraisal pada JEE Ballroom Group & Exhibitor = Formulation of employee selection forms, forming of job description and forming of performance appraisal at JEE Ballroom Group & Exhibitor

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Abstrak

Penelitian ini berupa business coaching yang dilaksanakan di UMKM JEE Ballroom Group & Exhibitor yang berlokasi di Grand Galaxy Park, Bekasi. Tujuan dari pelaksanaan business coaching ini adalah untuk mengembangkan proses sumber daya manusia dengan merumuskan format selection, penyusunan uraian pekerjaan dan penyusunan sistem penilaian kinerja. Hasil dari wawancara terstruktur dianalisis menggunakan analisis SWOT, STP, Business Model Canvas, PESTEL, Marketing Mix, Porters 5 Forces, Gap Analysis, dan Pareto Analysis. Temuan menunjukkan bahwa terdapat tiga masalah utama yang dihadapi UMKM, yaitu: 1) Belum memiliki format selection untuk calon karyawan, 2) Belum memiliki uraian pekerjaan yang baku, 3) Belum memiliki sistem penilaian kinerja karyawan (Performance Appraisal). Proses business coaching ini diharapkan dapat membantu JEE Ballroom Group & Exhibitor dalam meningkatkan kinerjanya.

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This thesis research is in form of business coaching conducted at SME JEE Ballroom Group & Exhibitor, located in Grand Galaxy Park, Bekasi. The purposes of this study is to develop the human resource management process with the formulation of employees selection, forming of job description and forming of performance appraisal systems. The results of structured interviews were analyzed using SWOT, STP, Business Model Canvas, PESTEL, Marketing Mix, Porters 5 Forces, Gap analysis, and Pareto Analysis. The finding shows that there were three main problems faced by the SME, which were: 1) Not having prospective employee selection format, 2) Not having a standard job description, 3) Not having performance appraisal system. This business coaching process is expected to help JEE Ballroom Group & Exhibitor to improve their performance.