

THE IMPLEMENTATION OF HUMAN RESOURCES IN MANAGEMENT COMPANY ASPECT

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Abstract: Management in a company that fulfills a series of elements within a company, as a leadership process, to direct, record, resources owned by the company. Through several detailed explanations managed by company management. An important element that must be owned by a company or business. Because management in a company is an important element that must be owned by the company, to realize the company's vision and mission to be achieved. Not fulfilling management in a good company, as well as a clear organizational structure, the company's goals will be difficult to achieve, and will lead to job obscurity and responsibility for each task it carries out. Management of companies run by managers who act to lead and control so that the goals of the company can be achieved properly. Because a manager runs a company. Carrying out tasks in running management at the company functions as a planner of activities that will be carried out for the company's progress.

Keywords: Implementation, Human Resources, Management of the Company

I. BACKGROUND

Human Resources is an important factor in a company. Whatever the form and purpose, the company is made based on various visions and missions for the benefit and benefit of humans, in the implementation of missions managed by human resources.

So human resources are a strategic factor in all company activities. The Human Resource Management means regulating, managing Human Resources based on the vision, the company's mission so that the company's goals can be achieved optimally. Because Human Resource Management is also part of Management Science, which refers to management functions in the implementation of planning, process, business, staffing, leading and controlling and evaluating.

Human resource management is a process of dealing with various problems such as, employees, employees, laborers, super visors, managers and other workers to be able to support the company's activities in achieving its intended goals.human capitalsumberdayamanusia

Technology changes are very fast, making the company to adjust to the development of a dynamic business environment. These changes have shifted the functions of human resource management which so far have only been considered as administrative activities, which are related to the recruitment of staffing, coordinating employees carried out by personnel only. Nowadays human resource management changes and the specialization function that stands alone becomes a function that is integrated with all other functions within the company, to jointly achieve the set targets and have a very strategic planning function within the company.

The objectives of the implementation of human resources are:**Purpose of the Company**

To be able to implement the existence of human resource management in contributing to the achievement of company effectiveness. In the management process in a department in order to help managers in directing employees, so managers remain responsible for employee performance. Human resource management helps managers related to human resources and other sources.

Functional Objectives

To direct management functions in contributing at a level that is in accordance with the needs of the company. Human resources become quality and valuable if human resource management has criteria that are higher than the level of company needs

Social Goals

To respond to the needs and challenges, ethically and socially to the community through action minimizing the negative impact on the company. Success in the company in controlling its resources for the benefits and benefits of the surrounding community can establish cooperation.

Personal goals

To help employees achieve their goals, in a goal that can increase the employee's personal contribution to the company. Feasibility and expertise of employees must be considered and maintained in order to be optimal in supporting the company's progress, driven and given motivation so that employee performance and satisfaction can have a good impact on the company.

II. FORMULATION OF THE PROBLEM

How is the implementation of the functions of Management Human Resources in managing the company to deal with changes in the company in the present and future?

III. RESEARCH METHODOLOGY

Using qualitative methodology that draws, photographing research strategies that are interactive and are part of epistemology, which examines the sequence and steps to be taken so that the knowledge gained is intended to understand social phenomena from the perspective of participants, which complements the characteristics of scientific work. As well as the methodology

must also be seen as part of the study in the proper rules of reasoning. Then the methodology is considered important because there are assumptions underlying the various methods used in scientific research.

IV. THEORETICAL BASE

According to Foulkes (1975) the role of Human Resources from time to time will be increasingly strategic: "For many years it has been said that capital is the bottleneck for a developing industry. I don't think this any longer holds true. I think it's the work force and the company 's inability to recruitment and maintain a good work force that does not constitute the bottleneck for production. ... I think this will hold true even more in the future event. "

According to Nikomo (1980) the evolution of HR management involves three stages, namely; 1). Definition of Stage: That is when personnel managers carry out programming programs that do not provide benefits to reduce employee clutter and the possibility of division. 2), Manpower Planning: at this stage workers' needs and selection of recruitment, and training are used to ensure the fulfillment of manpower targets. 3). Strategic Human Resource Management, When managers should be more proactive in solving problems with the company and in contributing to the effectiveness of larger companies.

According to George R. Terry, (1997) management in a company is a different process consisting of planning (planning), organizing (organizing), directing (actuating), and controlling (controlling) where it is carried out to achieve the company's main objectives involving humans and other resources.

V. DISCUSSION

Definition of Human Resource Management

Human Resource Management is the science and art of managing relationships, between superiors and fathers also regulating the role of staff, employees effectively and efficiently so that the goals of a mutually agreed company are achieved.

Operational Function of Human Resource Management

Operational functions in Human Resource Management are basic processes in

managing effective and efficient Human Resources in achieving company goals. The operational functions consist of 5 (five, namely):

1. The function of procurement of staff is the process of employee selection, placement, orientation, and induction to get employees that fit the needs of the company. (the right man in the right place).
2. Function The development of human resources is the process of improving employee technical, theoretical, conceptual and behavioral skills through education and training. The education and training provided must be in accordance with the needs of the employees in accordance with the job, present and future.
3. The function of Compensation is giving direct remuneration and rewards, in the form of money or goods to employees as a dedication given to the company. The principle of compensation is fair and appropriate according to the employee's achievements and responsibilities.
4. The function of integration is an activity to unite the interests of the company and the needs of employees, so as to create harmonious, harmonious and mutually beneficial cooperation, which integration is an important thing that must be carried out in Human Resource Management, because, unifying two different interests between employees and companies.
5. Maintenance function is an activity to maintain or improve employee behavior, physical, mental and loyalty in order to create long-term relationships. Good maintenance is carried out with a K3 program (Occupational Safety and Health)

The Strategic Role of Human Resource Management, with the change and acceleration of technology, companies are required to adjust, themselves with their business environment. These changes have shifted functions, human resource management, which has only carried out administrative activities, which are related to employee recruitment, staffing, coordinating carried out by the human division of departmental management.

However, Human Resource Management changes function and stand-alone specialization, becomes a function that is integrated with all other functions within the company, together achieving the stated goals and functions, strategic planning within the company, in other words the function of Resource Management Humans become more strategic.

Human Resource Management has an obligation to understand increasingly complex changes that always occur in the business environment, must anticipate technological

changes, and understand the global dimension that is beginning to enter the fast-growing information business. Paradigm change from Human Resource Management, which has provided different specifications in carrying out its functions within the company.

The importance of Human Resource Management in the company, focus on contributing to the function of Human Resource Management, in the success of achieving the company's strategic objectives. This can be done by the company by integrating as a strategic decision maker. The functions of Human Resource Management, will be greater in the opportunity to obtain success.

The level of integration between strategic planning and the functions of Human Resource Management, will be realized in four types of relationships, namely:

1. Administrative Relations, top managers and functional managers and others assume functions, Human Resource Management is relatively unimportant and views humans not as limitations or assets of the company in making business decisions.
2. One-way Relationships, the relationship between strategic planning and the functions of Human Resource Management, namely designing programs and systems to support the strategic objectives of the company. Human Resource Management for strategic initiatives will have an influence, because it is considered important but has not been considered a strategic business partner.
3. Two-way relationships, reciprocal relationships and interdependencies between strategic planning and Human Resource Management. The function of Human Resource Management is seen as important and trustworthy. Which plays a role in determining the strategic direction of the company and has become a strategic partner.
4. Integrative Relations, which is a dynamic and interactive relationship between the functions of Human Resource Management and strategic planning. Managers are seen as strategic business partners and are involved in strategic decisions.

External environment analysis

1. Analysis of the external environment will produce opportunities and threats for the company. The external environment of the company consists of several factors, namely the remote environment, industrial environment and operational environment.
2. The remote environment consists of factors originating from outside, and usually not related to the particular operating situation of the company, namely economic, socio-cultural, technological, demographic, political-legal, and ecological factors.
3. The environmental environment consists of competition among industry members, barriers to entry, substitution products, bargaining power of buyers and bargaining power of suppliers.

The operational environment includes the factors that influence the company's competitive situation, namely the competitive position, profiles of customers, suppliers, creditors, and the labor market. These three factors raise opportunities and threats in marketing products profitably.

Internal Environmental Analysis

Analysis of internal environment will produce strengths and weaknesses of the company. The Company's Internal Analysis is also known as the Company Profile Analysis. This analysis describes the strength of the company, both quantity and quality of marketing, human resources, physical resources, operations, financial, management and companies.

Marketing strengths and weaknesses can be seen from the company's reputation, market share, product quality, service quality, pricing effectiveness, distribution effectiveness, promotion effectiveness, sales force, innovation effectiveness and geographical coverage.

The strengths and weaknesses of human resources can be demonstrated from human resource management, employee skills and morals, top management abilities and attention, employee productivity, employee quality of life, employee flexibility, compliance with employee law, effectiveness of rewards in motivating employees, and employee experience. Finance consists of the availability of capital, cash flow, financial stability, relationships with owners and investors, ability to deal with banks, the amount of capital invested, profits earned (stock value), effectiveness and efficiency of accounting systems for planning costs and profits and resources company level.

Operations include company facilities, economies of scale, production capacity, timely production capability, production expertise, raw material costs and supplier availability, location, layout, facility optimization, inventory, research and development, patents, trademarks, legal protection, control operation and efficiency and cost-benefit of equipment.

Company and management strengths and weaknesses can be obtained from company structure, company image and achievements, company records in achieving goals, communication within the company, overall company control system, corporate culture and climate, effective use of decision making, strategic planning systems, synergy in the company, a good information system and good quality management.

Driving Factors for Establishing Company Integration

1. Environmental Factors: The power of a conducive environment plays an important role in competition, with similar companies, which are increasing, technological changes and changes in workforce expertise

2. Factors of culture and corporate culture: Corporate culture oriented to strong human resources is able to develop natural relationships between activities human resources with other resources in implementing strategic program planning.
3. Strategic Factors: Strategies are concentrating on one type of core business, which can spur potential for the creation of strategic planning relationships with human resources more integrity, because it allows it to be developed and applied human resource programs and systems throughout the company.
4. Structure Factors: Placement of human resource units in the corporate structure, seniors executive, where human resources are given the same status as other functional directors.
5. Skills and Values Factors adopted by executives, human resources have good knowledge of the type of business and able to provide input into strategic planning process.

The values and capabilities of the Employees are the functions of Human Resources received by management to solve labor problems to strengthen the importance of the function of Human Resources. Management system that includes communication and information systems so that Human Resources and strategic planning will become integrated, if the executives have a substantive percentage of compensation for risk.

Communication Systems that have the goal of building awareness of Human Resources towards the company's strategic objectives and encouraging them to develop motivation towards their staff, which is supported by a database of Human Resources well.

Paradigm of Human Resources

Human Resource Management which is usually called personnel management, so far it has specific functions related to administrative activities employees, which deals with the recruitment of new employees, training and wages. The results obtained from good Human Resource management can be ascertained that recruited employees have met the required criteria in accordance with requested requirements. the old paradigm of human resource management is more serving other functional management within the company, such as marketing functions, finance, production and others.

Changing the business environment caused by technological changes and the impact of globalization, it is a must for Human Resource management to change its role in order to have a more strategic function within the company. Because of the Human Resources department must carry out a new role, namely collaboration between managers and other line managers to make integrated planning that fits the needs of the company.

Integrated planning that fits the needs of the company. These changes occur related to the statement (Schuler, 1990).

1. Changes in a very fast business environment and high levels of uncertainty
2. Willingness to adapt quickly to predict unexpected changes
3. Increased costs, due to competition for high profits.
4. Technology changes that quickly lead to increased employee demand with better skills through education and training.
5. Companies are more complex with regard to products, geography, business functions and consumer (market).
6. Response to external forces relating to legislation and regulation, judicial process, and other regulations.
7. Changes in corporate structures that are more flexible, more flat (flatter) and more (leaner) causes the number of employees and types of work faced differently.
8. Increased competition and international cooperation
9. There is diversity of the workforce

Changes in Human Resource Management must be able to adapt quickly to predict unexpected changes with changes in the old paradigm to the new paradigm due to these changes, which also get the opportunity for Human Resource management.

Paradigm of Human Resource Management

Changes in a very fast and complex business environment such as demographics, geography, type of business, environment, and the impact of globalization, requires company to adapt quickly to the turbulent environment with be proactive. That is, Human Resource Management must be able to anticipate various developments that are and will occur, then take various actions to address these challenges, and create competitive advantages that other companies do not have, given the forms of competition such as low production costs, technological improvements, speed distribution, cost efficiency, product innovation and product quality.

The demand for change is a must for Human Resource Management to focus on results-oriented change. Thus, Human Resource Management must be actively involved in planning, managing, controlling and evaluating the company, which is related to the allocation and development of Human Resources. Changing this role from a responsive work system becomes proactive. Functional structure to structures that are more flexible and implement strategic policies. This has become a human resource that has an important role for the success of a business with increased profits and being able to compete.

The Role of Human Resource Management in competitive advantage

The purpose of human resources makes a greater contribution to the company to achieve competitive advantage requires the right strategy in integrated Human Resource planning. The strategic activities of Human Resources are cooperation in an integrated department. Between staff and management, low managers, middle managers and top managers and all management heads in explaining the company's vision and mission that can be implemented in its business objectives. The main objectives of management strategies are to improve performance continuously so that they can maintain competitive advantage.

The process of developing strategies for corporate profits such as:

1. Define opportunities for achieving business goals
2. Clarify ideas for results-oriented issues and give clear perceptions
3. Commit to the process of allocating Human Resource Management to specific programs
4. Focus on the long term with priority interests.
5. Conduct strategies that focus on managing the functions of Human Resource Management

The Human Resources Department can create competitive advantages with four approaches, namely:

1. Friendship strategies become partners of senior managers and line managers in implementing planned strategies in translating business strategies into concrete actions with company diagnoses, namely scoring systems and merging company practices with business objectives that can be formed at each management level.
2. Expert Administrative Staff, Become an expert in managing the implementation of work, as well as administrative efficiency to produce results with low costs and quality

guaranteed, which can be done with engineering, including reengineering the field of Human Resources. As an administrative expert, you need to master two phases of reengineering. First, the improvement process that focuses on identifying processes that are less effective and plan alternative methods in improving service quality. Both recreation thinking the process starts with the customer. So that the focus of work that can be done is the result.

3. Employee satisfaction, mediating between employees and management for meeting the interests of both parties. With increasingly strong business competition causing higher management demands on employees. Therefore the line manager must pay attention to the state of the employee. First, reduce demands by reducing workload and balancing the resources owned by employees. Both increase resources by helping new employees to adapt to the needs of the company. Third, changing demands into energy sources, by helping employees transform into resources.
4. Change agents, become agents of change, sharpen processes and cultures that can improve companies to change. There are three types of changes, namely: the first change in initiative, focusing on implementing the program, new procedure. The second process changes in the company by focusing on how to do optimal cooperation. Third, cultural change will happen if the company's strategy.

These four things are new roles of the Human Resources Department who will be able to achieve competitive advantage, cooperation with line managers and senior managers. Competitive advantage will be achieved with three strategies, namely: innovation, quality improvement, and decline

Position Analysis

On job analysis it is necessary to be able to design a company in determining job descriptions, job specifications and job evaluation. any work must be done, how to do it, and why the work must be done. Job analysis will provide job description information, job specifications and evaluations, can even predict, expand and simplify work in the future. Job analysis can also be written information about the sequence of work that must be done in a company.

The benefits of job analysis can provide information about:

Activities, standards, work contexts, personnel requirements, human behavior, and the tools used. Job analysis seeks to analyze the work that will be done in a company in order to achieve its objectives, while the motion study studies ergonomic movements that are efficient in doing a job.

Position Analysis Steps

The process of analyzing positions can be done through the following steps:

1. Determine the use of results of position analysis information.
2. Gather information about the background.
3. Selecting candidates for positions to be analyzed.
4. Gather position analysis information.
5. Review information with interested parties.
6. Prepare job descriptions and job specifications.
7. Predict and take into account the development of the company.

Job description

Job descriptions and job descriptions are known, and are prepared based on information that has been produced by job analysis, job analysis. Job description is used for operational workforce, operator, while job description is used for managerial workforce. Job descriptions are clearly defined for each position, so that the official can know the duties and responsibilities that must be done. Job descriptions will provide firmness to the standard tasks that must be achieved by an official. Job descriptions are a reference for setting specifications and evaluating jobs for officials. Unclear job descriptions will result in an official not knowing the duties and responsibilities of the position. This resulted in the work being wrong and even the official concerned would become over acting. Then it is important to describe the work in each company.

Job descriptions and perceptions must be clear and easy to understand,as follows:

1. Job identification, a position such as giving a position name, such as; Managing Director, Director, Manager, Supervisor.
2. Relationship between duties and responsibilities, namely details of duties and responsibilities.

Relationships should show the relationship between officials and people staff within the company.

3. Authority and work, authority and achievements that must be achieved by every authorized official.
4. Work details must be clearly described such as equipment, machinery, and material the standard to be used to do the work.
5. Summary of work, position, namely describing the general form work by including its functions and activities.

Employee training

Human resources, employees are important things for companies that can operate production, benefit employees as labor. Even inclined, the bigger the company and the better the quality and quantity, the greater the number of needs. will be labor, even though the new technology is in the form of automatic and computerized machines, in carrying out its production activities. The more modern production equipment the professional workforce needs are increasing as well. Integrated development and training with efforts to develop human resources in general and employment development, is a necessity and needs are increasing. Ideas are new, and pilot implementation is based on clear concepts and realized as expected.

Procurement of quality workforce is the responsibility of various parties, such as: government, labor user business entities, educational institutions, universities. Responsibility must be coordinated and integrated, and develop a system of integrated education and training, capable of producing professional and skilled workforce. The orientation system is very much needed as a coaching workforce that is able to produce workers who are ready to use.

Occupational Health and Safety

Occupational Safety and Health will create good employee maintenance. Because it must be embedded in each individual employee, with counseling and continuous coaching, because of work safety for himself and for the company. In the event of an accident, employees will suffer, absenteeism increases, production decreases, and medical expenses will increase. Causing losses for employees and companies, because employees are forced to stop working because of disability and the need to lose the employee.

This is what encourages the importance of Occupational Safety and Health to be instilled in employees, and even needs to be given a warning to employees who do not use safety equipment such as; masks, gloves, mouth shut, and nose while working. Because it is a

preventive control action that encourages the realization of maintenance for employees.

Policy from the Company

Various company policies are a picture of the success of the company itself, policies that will influence the regulation of company development are:

1. Company compensation policy for employees that is sufficient, fair, professional and impartial.
2. Promotion Policy If the opportunity for promotion is given wide enough then the karyawan will be loyal and productive, Promotion is the aspiration of every employee, because it will increase the income and welfare of employees
3. Status Policy Employees become permanent employees, contract employees, honorary employees must be clear in terms of their appointment.
4. Policy on human resources, local workers who meet the qualifications, so that they can boost production Labor market conditions The greater the demand for labor, the more labor will be needed.

Employee development

The process of developing employees consists of deciding competencies, skills, or knowledge that need to be developed, and how managerial decisions are made, a manager must make decisions, including the resources and opportunities available, in planning development programs for human resources. Training employees to take part in a costly course is an opportunity to practice the skills acquired.

Employee competency.

Competencies needed on employee duties, such as skills, but not yet utilized optimally, must be identified every need in the development of the employee, a manager can develop a plan for its development. The plan includes several actions, namely specific, measurable, achievable, realistic and timely. Development of training for the right time, fast and accurate activities, has value. The method can be used in the development program. The most appropriate development methods to use include:

1. Understudy method, understudy development technique is similar to the on the job method. Learning to work and habituation. Understudy techniques do not do the task

in full, but do the responsibility according to what is given assignments only, participants are also given the knowledge and experience of previous employees, which are related to unit work assignments. The motivation and interest in work at very high if used understudy techniques, in employee planning systematic and coordinated and can be used with long distances.

2. Job Rotation and progress planning methods Job rotations that involve the transfer of participants from a job to another job. Sometimes from a placement on another placement planned on the basis of learning objectives. The benefits of rotational work include: employee participants get a broad picture of various types of work, develop cooperation between employees, determine the type of work that is in demand by employees, facilitate adjusting themselves to the work environment, as a consideration in determining the appropriate work placement with potential employees.
3. Coaching-Counseling Coaching Method is a procedure that teaches knowledge and skills to subordinate employees. The job coach role is to provide guidance to subordinate employees in accepting a job or assignment from their supervisor.

Counseling is giving assistance to employees so they can accept themselves, understand themselves and realize themselves, so that their potential can be developed optimally and corporate goals can be achieved. With counseling of employees, it is expected that their aspirations can develop well and the employee concerned is able to achieve job satisfaction. As with the training function, the importance of developing new managers is widely recognized and accepted today. The reason why development is so important is the same as the reason why training is important. If we argue that training and re-training are a continuous process that is endless, we must also accept the manager's continuous development opinion; where each manager develops through a series of positions or operational positions.

Development is not just training. Many opportunities for running development arises from the work itself. Look what you can offered the job before investing in other alternatives expensive and time consuming. These opportunities at work can be missed or just being ignored because of prioritizing the completion of the work. Visiting the workplace is a very good way to study problems which exists. The simplest answer to the question is why training and workforce development must be developed if the company does not develop it, the company

will lose its employees. That company does not give hope to people who have possibility skills

only will have staff that is not skilled and unreliable. In words more positively, developing humans are a more valuable source.

Managers will get more from them in exchange for money from the company take it out. The existing staff development is far cheaper than recruiting and educating new employees. Invest in people and their development will reduce the company's operating costs and generate customer satisfaction greater than.

The really difficult decision is to determine how much the investment costs to develop people. The greater the investment, the more freely the company in hiring someone, and they are increasingly interested in entering competition. Every company must make a choice between investing in humans and risk lost the investment. From a direct company perspective, developing someone at work can help him to more competently do his work. This will further increase its own productivity and productivity of the organization.

This responsibility for realizing human development can be seen as something very similar to the role of parents. Some managers are very teaching and hard. Other managers are more helpful and encouraging people to find their own way and assess their own development. If you've never felt a good parent, chances are you will develop into a mature, confident, self-controlled, and individual able to float yourself. Similarly, if you guide your team

by empowering and caring, they will most likely become successful and confident team members. Apart from satisfaction because participate in the development of others, a positive attitude towards development these other people help you to perform better and make a contribution more valuable.

Development is often interpreted as training and too often training means courses. However, actual development is a much broader process richer than just taking a training course. Lifelong learning can actually occur in the form of various ways, social environment, relationships and talks.

Process of implementing training

The decision to organize Training and Development must be based on the best data available, collected in a needs assessment. In the needs assessment a diagnosis is made of the problems current and future challenges that will be faced. Cascio (1995), states the needs

assessment is carried out in 3 (three) types of analysis, namely analysiscompanyal, operational analysis, and individual analysis.

Performance Assessment Method

There are seven assessment methods for measuring employee performance achievements, namely:

1. Rating scale, which includes (a) graph scale (b) multiplestep scale (c) behavior scale.
2. Checklist that includes (a) weghted checklist (b) force choice checklist
3. Employee comparison which includes (a) forced rank (b) paired comparison, (c) forced distribution;
4. Critical incident.
5. Essay evaluation;
6. Management by objectivity
7. Assessment center.

The importance of maintenance management

Maintenance that must get serious attention from management. So that employees remain loyal, work spirit, attitude and cooperative relations between employees are good. Good attendance, and decreased turnover, high discipline, so that procurement, development, compensation, and integration that have been done well and large costs become effective to support the achievement of corporate goals.

Usefulness of Maintenance, among others.

1. To improve work productivity of employees
2. Improve discipline and reduce employee absenteeism
3. Increase loyalty and reduce employee turnover
4. Provide employee peace, security and comfort
5. Improve employee welfare
6. Improve the mental attitude of employees
7. Creating a harmonious atmosphere

Some principles in maintenance

1. Principle of benefits and efficiency
2. Basic needs and job satisfaction
3. Principle of fairness and appropriateness of employees
4. Principles of legal regulations from the government and unions
5. The principle of the company's ability and progress

VI. Conclusion

From the above analysis I can conclude some important points as follows:

1. Management of human resources is the process of planning, organizing, implementing, controlling and controlling human resources within the company to achieve its objectives effectively and efficiently.
2. The management functions implemented at the company in human resource management consist of, (1) Planning (2) Organizing (3) Direction and (4) Control.
3. As for the operational functions carried out by human resource management, namely, (1) Procurement of Labor (2) Education and Training (3) Development (4) Compensation, (5) Integration, (6) Maintenance and (7) Work termination.

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