

***Management Strategy In The Process Of Developing Human Resources In The Covid-19 Pandemic
(Case Study: PT. Pan Brothers, Tbk)***

By Yuni Tanti Seven Purba

Abstrack

This study contains the company management strategy of PT Pan Brothers, Tbk in the process of developing human resources during the COVID-19 pandemic. The process of developing human resources during a pandemic is carried out by the company that like recruitment, training, controlling, performance appraisal and evaluation without layoffs. This research method uses qualitative research methods with a case study approach. This study uses primary data obtained directly from informants namely assistant company managers, company labor unions and HR consultants. The results showed that implementation of the human resource development process carried out by companies during the pandemic was not much different from the development of human resources before the pandemic, only the process mechanism was different. The company provides applications or systems to facilitate the process of developing human resources during the COVID-19 pandemic by utilizing technology in the industrial revolution 4.0. Researchers also found that during the pandemic, employee loyalty was needed as mentioned by Malayu and Armstrong so that an integrated relationship was created between the company and employees in the process of developing human resources.

Keywords: *Management Strategy, Human Resource Development, Industrial Revolution 4.0, Pandemic COVID-19, PT Pan Brothers, Tbk*

Strategi Manajemen Dalam Proses Pengembangan Sumber Daya Manusia Pada Masa Pandemi Covid-19 (Studi Kasus: PT. Pan Brothers, Tbk)

Oleh Yuni Tanti Seven Purba

Abstrak

Penelitian ini berisi mengenai strategi manajemen perusahaan PT Pan Brothers, Tbk dalam proses pengembangan sumber daya manusia pada masa pandemi COVID-19. Adapun proses pengembangan sumber daya manusia pada masa pandemi yang dilakukan oleh perusahaan yaitu rekrutmen, pelatihan, pengawasan, penilaian kinerja dan evaluasi tanpa terjadi pemutusan hubungan kerja (PHK). Metode penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Penelitian menggunakan data primer yang diperoleh langsung dari informan yaitu asisten manajer perusahaan, serikat pekerja perusahaan dan konsultan HR. Hasil penelitian menunjukkan bahwa pelaksanaan proses pengembangan sumber daya manusia yang dilakukan perusahaan pada masa pandemi tidak jauh berbeda dengan pengembangan sumber daya manusia sebelum pandemi, hanya saja mekanisme prosesnya yang berbeda. Perusahaan menyediakan aplikasi atau sistem untuk mempermudah proses pengembangan sumber daya manusia pada masa pandemi COVID-19 memanfaatkan teknologi era revolusi industri 4.0. Peneliti juga menemukan bahwa pada masa pandemi diperlukan loyalitas karyawan seperti yang disebutkan oleh Malayu dan Armstrong sehingga tercipta hubungan pengintegrasian antara perusahaan dan karyawan dalam proses pengembangan sumber daya manusia.

Kata Kunci: Strategi Manajemen, Pengembangan Sumber Daya Manusia, Era Revolusi Industri 4.0, Tbk, Pandemi COVID-19, PT Pan Brothers