

ABSTRAK

Muh. Fajrul, 2022. Implementasi strategi manajemen sumber daya manusia dalam upaya meningkatkan omzet penjualan CV. Raja Kurma Makassar, dibimbing oleh Abdul Rahman Rahim dan Edi Jusriadi.

Penelitian ini bertujuan untuk mengetahui dan menganalisis implementasi strategi manajemen sumber daya manusia dalam peningkatan omzet penjualan CV. Raja Kurma Makassar. Jenis penelitian ini adalah penelitian kualitatif deskriptif dengan menggunakan wawancara kepada manajer dan karyawan sebagai sumber pengumpulan data, teknik analisis data yang digunakan adalah teknik analisis data model interaktif yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian ini menunjukkan bahwa strategi manajemen sumber daya manusia yang diterapkan perusahaan adalah *utilizer strategy*, *accumulator strategy*, *facilitator strategy*. Kemudian implementasi strategi yaitu *utilizer strategy* meliputi perencanaan sumber daya manusia (SDM), rekrutmen dan seleksi, *accumulator strategy* meliputi pelatihan dan pengembangan, perencanaan karir, *facilitator strategy* meliputi penilaian prestasi kerja dan kompensasi telah dilaksanakan dengan baik. Berdasarkan hasil analisis, dapat diambil kesimpulan bahwa strategi manajemen sumber daya manusia yang diterapkan mampu meningkatkan omzet penjualan perusahaan.

Kata Kunci : Strategi Manajemen Sumber Daya Manusia, Implementasi, Omzet Penjualan

ABSTRACT

Muh. Fajrul, 2022. Implementation of Human Resource Management Strategy to Increase Sales at CV Raja Kurma Makassar. Supervised by H. Abd. Rahman Rahim and Edi Jusriadi.

This research aims to find out and analyze the implementation of human resource management strategies to increase sales at CV Raja Kurma Makassar. This type of research was descriptive qualitative research through interview the managers and employees as the source of data collection. Data analysis technique used was interactive model data analysis techniques namely data reduction, data presentation, and making conclusion.

The results of this study showed that the human resource management strategies implemented by the company are *utilizer strategy*, *accumulator strategy*, and *facilitator strategy*. Then the implementation of the strategy that utilized *the utilizer strategy* included human resource planning (HR), recruitment and selection, *accumulator strategy* included training and development, career planning, *facilitator strategy* such as assessment of work achievement and compensation had been implemented properly. Based on the results of the analysis, it can be concluded that the human resource management strategy implemented was able to increase the company's sales.

Keywords: *Human Resource Management Strategy, Implementation, Sales*



Translated & Certified by
Language Institute of Unismuh Makassar
Date 22.7.22 Doc: Abstract

Authorized by LIPKUIUMM