

ABSTRACT

Erni, 2020, Analysis of Human Capital Development Strategy in the One Stop Integrated Investment Service Office. Management Study Program, Faculty of Economics and Business, Makassar Muhammadiyah University. Supervised by Supervisor I Buyung Ramadhan and Supervisor II Faidhul Adziem.

Companies and institutions increasingly realize that the development program is not just a cost, but an investment in human capital that can benefit the company in the long run.

This study aims to find out, describe and analyze how the development of human capital in improving employee performance at the One Stop Investment Service Office in Makassar by identifying the components of human capital, namely individual ability, individual motivation, leadership, organizational atmosphere, and group effectiveness work.

This study uses a qualitative research approach, data analysis uses an interactive data analysis model developed by Miles & Huberman. Research results show that Prudential Indonesia is developing human capital as a strategy for Prudential Indonesia to become the best and undefeated through continuous and continuous training.

Identification of individual abilities is done so that employees have the knowledge, licensing, experience, appearance, network / connections, quality of self-monitoring, independent, and creative. Other components such as motivation, support leaders, organizational atmosphere, and work group effectiveness will also affect employee performance in order to increase the work credibility of employees and agencies.

1. From the results of the study of the implementation of HR empowerment, the dimension of empowerment that has been well implemented is growth, the dimension that is being carried out but which still needs improvement is strengthening the stability strategy.

2. From the results of a study of the potential for human capital, it was found that the company has considerable human capital potential but still requires efforts that can optimize that potential.

3. From the results of the study of the factors that hinder or become a challenge in empowering HR, there are 2 (two) main things:

a. First, the company does not have a competency profile (competency profile) from its employees.

b. Second, the company does not yet have a complete concept and paradigm regarding the dimensions of HR empowerment and about human capital and intellectual capital.

Keywords: Human Capital