

ABSTRAK

Destiani Asmar Mohast, Tahun 2019. Judul Skripsi “Strategi Sistem Rekrutmen Dan Seleksi Karyawan PT Sumber Alfaria Trijaya Tbk,” Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Bapak Edi Jusriadi dan Pembimbing II Ibu Hj. Arniati.

Penelitian ini bertujuan untuk mengetahui proses rekrutmen dan seleksi karyawan pada PT Sumber Alfaria Trijaya Tbk. Jenis penelitian yang digunakan dalam penelitian menggunakan pendekatan kualitatif. Data dikumpulkan melalui pengamatan langsung dari perusahaan, melalui observasi, wawancara secara langsung dengan karyawan dan dokumentasi pada PT Sumber Alfaria Trijaya Tbk. Data diolah dengan menggunakan analisis SWOT (IFAS dan EFAS).

Berdasarkan hasil pengumpulan data rekrutmen dan seleksi karyawan pada PT Sumber Alfaria Trijaya Tbk dapat disimpulkan bahwa proses rekrutmen yang dilakukan yaitu dengan menyebar iklan melalui sosial media seperti di instagram, facebook, whats up, hingga grup loker Makassar. Adapun proses seleksi karyawan yaitu melalui : 1) Seleksi awal yang meliputi tes fisik, tes psikotes, dan wawancara, 2) pengumpulan berkas kedua, dan 3) Seleksi Training selama 7 hari. Hambatan dalam perekrutan yaitu kadangkala banyak kandidat yang tidak sesuai dengan standar kualifikasi yang diterapkan oleh perusahaan. Adapun hambatan dalam proses seleksi karyawan lebih kepada kemampuan masing-masing individu dalam menerima arahan tes, hal ini dikarenakan banyaknya pelamar yang kurang memiliki keahlian atau keterampilan, pengalaman kerja maupun pengetahuan. Cara mengatasi hambatan dalam perekrutan yaitu dengan kembali membuka lowongan pekerjaan, adapun cara mengatasi hambatan dalam proses seleksi karyawan dengan memastikan terlebih dahulu kepada para kandidat agar memahami tahapan seleksi sebelum proses seleksi dilakukan.

Kata Kunci : *Rekrutmen, Seleksi Karyawan, Analisis SWOT*

ABSTRACT

Destiani Asmar Mohast, 2019. Thesis Title "Strategy of Recruitment and Selection System for PT Sumber Alfaria Trijaya Tbk Employees," Thesis Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Advisor I, Mr. Edi Jusriadi and Advisor II, Mrs. Hj. Arniati.

This study aims to determine the recruitment and selection process of employees at PT Sumber Alfaria Trijaya Tbk. The type of research used in the study used a qualitative approach. Data is collected through direct observation from the company, through observation, direct interviews with employees and documentation at PT Sumber Alfaria Trijaya Tbk. Data is processed using SWOT analysis (IFAS and EFAS).

Based on the results of employee recruitment and selection data collection at PT Sumber Alfaria Trijaya Tbk, it can be concluded that the recruitment process is done by spreading advertisements through social media such as on Instagram, Facebook, whats up, to the Makassar locker group. The employee selection process is through: 1) Initial selection which includes physical tests, psychological tests, and interviews, 2) second file collection, and 3) Training Selection for seven days. Barriers to recruitment are sometimes many candidates who are not in accordance with the qualification standards applied by the company. The obstacles in the employee selection process are more to the ability of each individual in accepting the direction of the test, this is due to the large number of applicants who lack expertise or skills, work experience and knowledge. The way to overcome obstacles in recruitment is to re-open job openings, as for how to overcome obstacles in the employee selection process by first making sure the candidates understand the selection stages before the selection process is carried out.

Keywords: *Recruitment, Employee Selection, SWOT Analysis*