

Study of Human Resources Management in the Development of Pawn Application Startup Companies Using SWOT Analysis

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KEYWORDS

Planning Source, Power
People, SWOT Analysis

ABSTRACT

This writing aims for knowing how to plan strategy source power humans do by company application startup pawn private owned competence in the field of information technology. Then inside this writing in the analysis is source power existing humans effective or no. Type writing research that was carried out characteristic descriptive analyst, that is research that describes the planning strategy source power man in effort Upgrade performance employee. Data collection is done with observation and documentation. Data analysis techniques using analysis descriptive combined qualitative _ with approach SWOT analysis. Results writing explain that in planning source power man there is a number of stages in process procurement employee new. And deep operate activity the company's operations consider strengths, weaknesses, opportunities, and threats that a moment could profitable and detrimental company.

INTRODUCTION

In the era of globalization and progress in the field of information technology right now , really that's it no can be stopped same very by all country (Eriksen, 2016). As a result , the company demanded for always do innovation and change for progress company (Chatterjee, Chaudhuri, & Vrontis, 2021). And that thing must side by side with maximizing potency power work inside _ company (Beninghof, 2020). Planning source power man very that's it urgent for progress company , especially again power already work _ is given _ training and manpower new work _ join must there is basic more good for power work that has been there is (Iallouchen, 2018) .

Business Pawn conventional is wrong one outlets that easy found well in a big city as well as a small town(Maguni et al., 2022) , and focused management by private , nowadays business _ the increasingly mushrooming in Indonesiavvv. And company application a pawn *startup* that owns a business model pawn *pickups* and digitization must have source power people who understand information technology (Kochan & Dyer, 2020).

In formulate a planning strategy source power man could done with method make policy supported _ by data analysis and identification need power work and availability (Wheelen, Hunger, Hoffman, & Bamford, 2017). This study focuses on process planning

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source power on company *startups* application pawn and explain how SWOT analysis was used on company application pawn *startups*.

Planning source power man is step first in human resources management process, this is process analyze and identify need for availability power work order organization could reach goal. According to Sorry (Maarif & Kartika, 2021) Planning source power man defined as process guess something organization for the future , so could taken steps for ensure that need the fulfilled . When plan power work , got concluded that planning source power man involve aim power work in organization , developing strategies for reach aim it , and develop something comprehensive plan _ for meng integrate and coordinate activity as part of the inside strategy management source power humans (Wardhana et al., 2022) .

Planning indicators source power man according to (Hasibuan, 2003) , consists on recruitment , development and training , compensation , evaluation employment and termination . Whereas according to (Siagian, 2019) planning indicators source power man consists of external and internal factors with explanation as following : (1) External factors is various developments _ is at outside ability organization for strive for , external factors include : economic situation , social culture , politics, regulations legislation , technology and competitors ; (2) Internal factors is various existing problems _ on the company itself , internal factors Includes : plan strategic , budget , estimate production and sales , business or activity new , and design organization and tasks job .

1. Recruitment is activity or process withdrawal and selection for get source power quality human
2. Development and Training is process enhancement skills and knowledge employee through education and training.
3. System Compensation is reward services received employee on results his job. Principle compensation is fair and proper, just interpreted in accordance with achievement work employee During work, and fulfill need special employee.
4. Evaluation profession is process maintain and Upgrade condition physical, mental, and loyalty employees, so employees permanent productive.
5. Termination work is process where employee with company already end agreement work. Termination connection work Among employees and companies also arranged with Constitution strength work in force in the Republic of Indonesia namely Law Number 13 of 2003 concerning Manpower.

SWOT analysis is combination of two main factors to be scrutinized and searched for the solution, namely internal and external factors. These two factors are taken from the needs company for optimization power work (Rahayu et al., 2018) . Component the concept of Strengths, Weaknesses, Opportunities, and Threats (SWOT) according to (Tambunan, 2020) are : 1. Strength is utilization and management potency or source power organization in a manner effective for reach goal . 2. Weaknesses is limitations or inability source power organization so that they could hinder achievement purpose. 3. Opportunity is situation in the environment general can support organization for reach power strategic competitiveness. 4. Threats are situation in the environment general can annoying (no support) activities in reach power strategic competitiveness.

METHOD

This research uses qualitative methods with a literature review approach. Literature review is a systematic, explicit and reproducible method for identifying, evaluating and synthesizing research works and thoughts that have been produced by researchers and practitioners. The step in writing this review literature begins with the selection of topics. Perform a library or source search to gather relevant information from Google Scholar, CINAHL, Proquest, Ebsco, or National Library databases. Determine keywords or keywords for journal searches. After the data is collected, it is processed, analyzed and conclusions drawn.

RESULTS AND DISCUSSION

Process Business Company Application *Startup Pawn*

Company the is company pawn private owned _ licensed and supervised by OJK (Authority Service Finance) and have tagline that is *we are solution*, which means if there is problem the economy then us is solution for disbursement of financial funds. Phenomenon Online (Sitepu, 2020) and the Covid-19 Pandemic (Viviani, 2022) make Public looked negative on company pawn private , therefore the company pawn based *startups* the application will change image and existence company that owns product that has benefit more and be savior with various activity economy society .

Analysis Strengths, Weaknesses, Opportunities and Threats in Company Human Capital Management *startup application pawn*

SWOT analysis planning source power people in the company application pawn *startup* is as following:

<p>Strenght</p> <ol style="list-style-type: none"> 1. Culture used market _ by company impact positive on motivation employee 2. Employees adjusted _ on the background education or basic experience 3. Pawnshop Private with model business <i>pickups</i> and digitization very seldom 4. Regulation Well-being employees are made with very good 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Must always monitor the moment of movement market (society / candidate customer) 2. Policy government with raise ethnic group flower on BI 3. On levels certain employee must ready accept pressure outside working hours
<p>Opportunity</p> <ol style="list-style-type: none"> 1. There is a place to share knowledge in the company 2. There is Promotion position 3. There are bonuses on every perform employee 4. Apply mark company, JITU (Honest, Integrity, Trusted, Superior) 	<p>Threats</p> <ol style="list-style-type: none"> 1. Name company pawn private no strong with pawnshop BUMN (Persero) 2. The amount society that considers pawn goods to pawnshop private it is not more good on appeal online loans

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	3. Amount Limited employees, yes _ bring up atmosphere bored
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CONCLUSION

Results on this research explains that planning source power people in the company application *startup* pawn, really structured where for condition beginning they utilise source power available man and if _ source power man no available then will be recruited employee new . Next, analysis planning source power man done by researcher. And all that is needed already explained in SWOT analysis. Planning source power man be equipped with indicators namely: (1) Recruitment, (2) Development and training, (3) Compensation, (4) Evaluation, and (5) Termination Work, done in a manner structured. Need done evaluation to planning source power man in a manner periodically so you can pulled conclusion is planning source power humans who have done already walk with good or still must be developed, which is on will ultimately determine action company in the future.

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