

Analysis of Human Resource Management Strategy at Angkringan D'Legend Coffee UMKM

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Abstract

Analysis of human resource management (HR) strategies at Angkringan D'Legend Coffee UMKM aims to evaluate and formulate steps that can improve employee performance and business sustainability. In the context of UMKM, effective HR management is very important because it is directly related to productivity and innovation. This study uses a qualitative approach with a descriptive analysis method, which involves interviews with owners and employees as the main data sources.

Keywords: *Human Resources, Workforce, Empowerment and Performance.*

INTRODUCTION

Human resources (HR) are one of the most important assets for the continuity and development of a business, including in the Micro, Small, and Medium Enterprises (MSMEs) sector. In the context of MSMEs such as D'Legend Coffee on The Way, HR management is a key factor in creating quality services, increasing productivity, and building good relationships with customers. As a business engaged in the culinary field with the concept of angkringan, D'Legend Coffee on The Way must face quite big challenges, such as high competition in the culinary business, changes in consumer preferences, and limited resources.

In MSMEs such as D'Legend Coffee on The Way, HR management is often still carried out simply, but still requires special attention to ensure efficient operations. Starting from recruitment of workers, skills training, to employee coaching to create a productive and harmonious work environment. Good HR management will help increase employee loyalty, reduce turnover rates, and in turn, strengthen the business's position in an increasingly competitive market. In addition, employees who are trained and have adequate skills will be able to provide better service to customers, which ultimately affects customer satisfaction and business reputation. Therefore, HR management in MSMEs angkringan such as D'Legend Coffee on The Way must be able to optimize existing potential, even with limited resources. Success in HR management will be a significant supporting factor to increase competitiveness and business sustainability in the long term.

LITERATURE REVIEW

Understanding Human Resources (HR)

Human resource management activities are summarized into one in human resource management. According to Wijayanto, (2012:249) human resource management is a management function related to the process of human resource activities including recruitment, selection, training and employee development. Marihot Tua in Sunyoto & Danang (2012:1) defines human resource management as an activity carried out to achieve, develop, motivate and maintain a workplace to perform high in an organization.

Definition of workforce

According to (Suparmoko, 2002), the workforce is the population of working age or the total population in

a country in producing goods or services, the workforce of working age is between 15-64 years. Three groups called job seekers, schooling, and taking care of the household even though they are not working they are considered physically or at any time able to work.

Definition of Employee

According to the 1969 Law on Basic Provisions Concerning Manpower, Article 1 states that employees are workers who carry out work and provide the results of their work to employers who carry out the work, where the results of their work are in accordance with their profession or work based on their expertise as their livelihood.

Impact of Lack of Human Resources or Employees

To overcome human resource constraints, organizations can take steps such as effective human resource planning, investment in training and development, creating a supportive work environment, and adopting innovative management practices (Manu et al., nd). Shortage of manpower or human resources (HR) can have an impact on various things, such as:

- a. Economic productivity of human resources who are less trained and educated tends to be less efficient in their work, which can reduce economic productivity.
- b. Quality of service Lack of human resources can reduce the quality of public services.
- c. High workload Understaffed staff can face high workloads, which can lead to fatigue, stress and decreased productivity.
- d. Employee job satisfaction The lack of manpower can have an impact on employee job satisfaction, such as decreased enthusiasm due to excessive working hours.
- e. Employee work motivation The lack of manpower can have an impact on employee work motivation, such as decreased enthusiasm due to excessive working hours.
- f. Customer complaints Lack of manpower can cause the number of customer complaints to increase due to less than optimal service. The success of an HR organization is a major factor in the process of building and achieving organizational goals. If HR is insufficient, the organization will experience a downturn.

METHOD

This study uses a qualitative approach to understand more about human resource management and the factors that influence the success of Angkringan D'Legend Coffee on the Way. The qualitative approach was chosen because the purpose of this study was to explore the perceptions, opinions, and meanings given by employees and managers to the angkringan. Data were collected through in-depth interviews with several employees and managers, as well as direct observation on site to capture the dynamics that occur in the field.

The data collection process was conducted in a structured and flexible manner, focusing on a holistic understanding of the manager's experience, employee performance, and social and cultural factors that shape the success of this angkringan business. The collected data were then analyzed using thematic analysis techniques to find patterns and themes that are relevant to the research objectives.

The results of this study are expected to provide a deeper picture of the uniqueness and challenges faced by Angkringan D'Legend Coffee on the Way in managing and developing human resources and how this modern angkringan concept can continue to develop amidst competition in the culinary business.

RESULTS AND DISCUSSION

Employee Recruitment Strategy at Angkringan D'Legend Coffee On The Way

According to (Schuler Randal S., 1997) Searching for a number of qualified prospective employees in a certain amount, so that from them, the organization can complete the most appropriate people to fill the existing job vacancies. In another sense, recruitment is the process of finding and attracting people with skills that match the positions needed by the company.

The recruitment process implemented by the D'Legend Coffee on The Way angkringan UMKM reflects a very personal and flexible approach in building a work team. By relying on personal networks and word of mouth, the company has succeeded in creating a strong bond between prospective employees and the business. The D'Legend Coffee on The Way angkringan UMKM has a unique approach in recruiting employees. Instead of looking for candidates through advertisements or online recruitment platforms, they rely more on personal networks and word of mouth. This UMKM believes that every individual has the potential to develop, so they are not too strict in setting criteria for prospective employees. Instead, D'Legend Coffee on The Way is committed to

providing training to every new employee. In addition, without strict selection based on clear criteria, coffee shop businesses have the potential to get employees who do not have the skills needed. To overcome this challenge, D'Legend Coffee on The Way needs to consider combining traditional recruitment methods with more modern approaches, such as utilizing social media or online recruitment platforms. Thus, the company can reach more potential employees and improve the quality of its human resources.

Improving Employee Performance at Angkringan D'Legend Coffee On The Way

Employee performance according to Siagian in Fachrezi Hakim and Hazmanan Khair (2020:109) explains the definition of employee performance as "A work result achieved during a period of time certain". Sedarmayanti in Burhannudin, et al (2019:192) stated that employee performance is "the achievement of an individual or group in an organization in completing their duties and responsibilities in order to achieve the organization's goals legally, without violating the law, and morally and ethically". Based on research on the D'Legend Coffee on The Way angkringan UMKM and expert opinions, training and bonuses have proven effective in improving employee performance. Coffee shop businesses not only spend money, but also invest it to motivate employees to achieve sales targets.

Investing in employee training is a strategic step that should not be ignored by MSMEs, as shown by the case of D'Legend Coffee on The Way. Training not only improves employees' technical skills in mixing drinks or serving customers, but also equips them with soft skills such as effective communication and problem-solving. Thus, well-trained employees are able to provide better quality service, increase customer satisfaction, and ultimately drive business growth. In addition, training can also increase employee motivation and engagement towards their work, thereby reducing turnover rates.

The bonus system implemented by D'Legend Coffee on The Way has proven to be a powerful motivator for employees. With the incentive in the form of bonuses, employees are encouraged to work harder and achieve the sales targets set. Bonuses not only provide financial rewards for achievements that have been achieved, but also create a competitive and productive work atmosphere. However, it is important to design a fair and transparent bonus system, so that all employees feel they have an equal opportunity to get bonuses. In addition, the company also needs to ensure that the targets set are realistic and achievable, so that employees do not feel demotivated. The combination of training and bonus systems has proven to be a successful formula for D'Legend Coffee on The Way in improving employee performance. Training provides employees with a strong foundation to achieve the targets set, while bonuses provide additional motivation to continue to excel.

Impact of Lack of Human Resources or Employees

Human Resource (HR) Shortage is a condition where the number of available workers is insufficient to meet the needs of an organization, industry, or even a country. This means that there are more jobs that require workers than there are people available and have the appropriate qualifications. Interview findings show that D'Legend Coffee on The Way has managed to maintain operational stability thanks to effective workforce management. The presence of reserve employees as an anticipatory measure shows that they understand the importance of service continuity in the culinary business. This has the potential to have a positive impact on customer satisfaction and business reputation. D'Legend Coffee on The Way is unique in terms of human resource management. Although they have never had a shortage of employees, they have been proactive in preparing reserve employees. This shows careful planning and a commitment to maintaining service quality.

The Relationship Between Angkringan D'Legend Coffee and the Local Government

The relationship between D'legend Coffee On The Way and the local government can be seen in the context of a mutually beneficial partnership. D'legend Coffee On The Way, as a local business venture, often interacts with the local government for various purposes, such as business permits, customer promotion support or social activities related to the community. The local government, on the other hand, can provide regulations that support the development of local businesses, facilitate market access, and encourage the implementation of activities that support the creative economy. In addition, D'legend Coffee On The Way as a culinary business can also be part of the local government's efforts to increase tourist attractions, by providing a comfortable place for tourists and local residents. Another possibility is collaboration in events or events organized by the local government to introduce local products and support the local economy.

CONCLUSION

Employee Recruitment Strategy at Angkringan D'Legend Coffee on The Way shows a personal and

flexible approach, utilizing personal networks and word of mouth. Although this method has proven effective in saving costs and time, companies should adopt broader recruitment methods, such as utilizing online platforms, to expand reach and improve candidate quality. Employee Performance Improvement can be achieved through continuous training and a fair bonus system. Training not only improves technical skills, but also soft skills needed in interacting with customers and dealing with problems. A transparent and fair bonus system will increase employee motivation to achieve company targets, creating a competitive and productive work atmosphere.

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