

Network Marketing Business Immersion Human Resource Development In An It Consulting Firm Focused On Performance

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Abstract – Human resource development in IT consulting firms that focus on performance. The goal of implementing this program is to discover how companies manage human resources so that performance improvements can occur in IT consulting firms, what efforts companies have made to manage their companies that have an impact on improving performance, and what assessment methods companies use to measure employee performance. In this newly established company, problems such as excessive working hours and other issues can arise. This activity is conducted both online (via the Zoom Us application and Google Meet) and in person. Employee performance is very good, according to the findings of the research. Companies can find solutions to their employee performance problems by providing some training, mentoring, and bonuses that can increase motivation, allowing employee performance to improve and have a positive influence on their employees. The graphical rating scale method and the alternation ranking method are used by the company, and the employee with the highest rank receives an annual bonus.

Keywords – Human resources, employee performance, IT consultant.

I. INTRODUCTION

Technological progress is essential for the country's rapid development. Other elements must help it grow. Human resources will be the company's strength in the face of increasingly advanced technological developments (BAB, 2021). Using technology the computer is now ubiquitous. Computers are a company's most valuable asset. The growing use of computers and the need for information encourages the establishment of computer networks capable of meeting the needs of society in the modern era. Despite technological advancements, some people have been unable to optimize their development. This is because HR has little experience putting theory into practice. It is currently difficult to develop if a company or agency is constrained in its IT development. Furthermore, its function can be updated and expanded as needed.

In the face of increasingly sophisticated technological developments, qualified human resources will become a company strength. The increasing use of computers and information needs encourages the development of computer networks that can meet people's needs in the modern era (Dipang, 2013¹). To support their operations, many businesses have developed various types of IT infrastructure. In this case, however, its utilization has not been minimized, there are still deficiencies, and it needs to be renewed. Of course, the information sources we receive from each company must be updated in order for the data to be controlled over time. One application that could benefit from this is the development of a more diverse and innovative set of applications. Because of the rapid advancement of information technology, previously non-digital companies have become more aware of the importance of providing digital information about themselves so that they are increasingly recognized by a large number of people. Many businesses use websites and apps to introduce their products. Unquestionably, professional expertise is required. Many businesses, however, hire application and website development firms to create products that meet their

customers' needs and desires.

Information technology is frequently discussed; application development is becoming easier, and an increasing number of users lead us to choose the theme of information technology and focus on resources and performance in IT firms. Because the study was conducted during a pandemic, direct research was difficult. As a result, we decided to look for businesses that could be researched online.

We first discovered GizaLab via their website, where we discovered that they had worked with a number of large, well-known corporations. We'd like to conduct research at this company and learn how GizaLab employees perform in order for them to work with large, well-known corporations. Aside from that, GizaLab employs highly skilled individuals in their respective fields, allowing them to assist businesses in competing in the ever-advancing digital era, particularly in the IT field. One of the firms involved in IT consulting and the development of mobile banking apps, health care apps, organizational websites, and so on. Human resources must be improved further in order to increase the quality and quantity of sales. Human resources is a business benchmark because there are numerous factors that contribute to the success of an organization, agency, or company. However, the key to achieving this goal is in the human aspect. Even if other resources are available, businesses will struggle to operate and function normally in the absence of quality human resources (Saidah, 2021)[3].

Hasibuan (2008)[4] Human resources is the science and art of managing employee relationships and roles in order to achieve company, workforce, and community objectives. HR in an organization is necessary and important for the long-term viability of the organization and company. This human resource must be used seriously if its goals and functions are to be met. Improving human resource performance in IT consulting firms must be balanced with the importance of human resources in an organization. The presence of a large number of company human resources does not ensure that these resources will work for the company in the manner that the company desires and determines (Saidah, 2021). Consultants are individuals or legal entities chosen for their experience and expertise by service users; consultants also provide consultancy services (advice). In the field they control. They provide services ranging from analysis to appropriate opinions that can be used to help service users make decisions (Indriani et al., 2019).

II. LITERATURE REVIEW

2.1. Performance

Performance is determined by work completed in accordance with job criteria. Job criteria are requirements that must be met in order to achieve objectives (Bangun, 2012). Performance, according to Kaswan (2017), is an indicator of how well people use their knowledge, skills, and abilities at work to advance or measure organizational goals. Employee productivity, according to Sutrisno (2016), is the end result of employee efforts measured in terms of quality, quantity, working hours, and cooperation to achieve organizational goals. The five types of performance indicators are inputs, outputs, results, benefits, and impact/influence. Moehariono and Si (2012) go over the following five performance indicators:

- 1) Inputs, particularly the impact of meeting performance indicators in an activity on socioeconomic, environmental, or other public interests.
- 2) Outputs, particularly the use of output that is directly felt by the community. This can be in the form of being open to the public or being used by public facilities.
- 3) Results, specifically describe how the activity is carried out over time. Results are used to assess a product's or service's ability to meet societal requirements and expectations.
- 4) Benefits, defined as everything produced in the form of tangible or intangible goods or services as a direct result of the execution of plans and initiatives based on the inputs used.
- 5) Influence, which includes everything needed to move a program forward and produce results, such as human resources, money, materials, time, technology, and so on.

2.2. Performance Value

Performance appraisal is used by organizations to assess how well employees perform their job duties. Employee performance can be measured against labor standards (Bangun, 2012). The graphic rating scale method, according to Mathis and

Jackson (2010), is a scale that allows appraisers to continuously assess employee performance, and its popularity stems from its simplicity. The rater assigns the appropriate score on the scale to each task. This method has the following advantages: 1). This method is widely used because it is simple. This method is widely used in a variety of applications due to its ease of development. 3). This is the most recent evaluation. This assessment, however, has some drawbacks: 1). Over time, the various traits and factors were grouped together, and the rater was given only one box. 2). The descriptive words commonly used in scales have different meanings for raters. Terms like initiative, credibility, and usefulness all have different interpretations, especially when combined with words like excellent, average, and inferior.

Several conditions are used to assess each employee from best to worst in the Alternate Ranking Method. This is accomplished by ranking employees on one or more characteristics from best to worst. According to Hamali (2016), a human resource is a strategic approach to skills, motivation, development, and resource management. According to Sunyoto most important factor in an organization or company, along with assets and capital, is human resources (2017). Bintoro and Daryanto (2017)[13], Sulistiyani and Rosidah (2009:11) argue that human resources are assets that function as capital (non-material/non-financial) in physical and non-physical business organizations. To improve organizational performance and efficiency, human resources must be properly managed. Human resources are assets of the company that must be managed, stored, and used as efficiently as possible to achieve the company's goals. To create employee performance that impacts company performance, management must be more active in human resource management. Human resources, according to Triasmoko et al., (2014)[14], are the most important component of an organization, followed by capital, technology, and. Human resource management is a combination of two distinct meanings: human resources and management. Any individual with a role and a purpose in an organization is considered a human resource.

III. MATERIALS AND METHODS

This study was conducted at PT. Hanan Consulting, an IT consulting firm. Interviewing employees of PT. Hanan Consulting is the data management technique used in this study. We analyze the collected data to reach conclusions that will be discussed in this study. Method of data collection:

1) Interview

This interview method is a question-and-answer session between researchers and sources/informants to collect information; these interviews are conducted with parties who are knowledgeable in their fields.

2) Examine the Literature

The authors' goal in conducting this literature review is to develop a theoretical foundation for analyzing their cases and terminology. The hypotheses in the article are drawn from scientific works and articles on the subject.

IV. RESULT AND DISCUSSION

PT. Hanan Consulting, also known as HananLab, is a company that was founded in 2018. This company provides IT consulting services with a focus on design and research to aid in the development of user-friendly digital products. Aside from design and research, this company also offers training, company workshops, and software development services. To make it easier for clients, we have provided a competent team in their field, so they do not need to look for employees.

The number of employees in this company is still small because it is a new company, but this does not affect performance. Employee performance is very good due to the division of divisions based on abilities, and some employees try to work in a part that is not their ability but is a challenge in itself and provides them with new experiences. They have good teamwork and keep their company moving forward despite having few human resources.

4.1. Performance

Employee performance has a significant impact on the company's sustainability; good performance will help the company grow. The company evaluates employee performance using the graphic rating scale method, in which employees who have completed their work are graded on several criteria, including target achievement, quality of work, responsibility for work, timeliness, and presence. Following an assessment using the graphical rating scale method, an Alternate ranking method will be used, in which all employees who received an assessment using the previous method will be accumulated and ranked from

lowest to highest score. Those who receive the highest rating will receive a reward/bonus at the end of the year, but the time frame is flexible.

In addition to rewarding employees who perform well, the company provides several facilities to help employees perform better. Activities that are facilitated by the company, such as providing mentoring or direct directions to employees for their tasks and work, are one of the company's efforts to ensure that employees are not confused when performing their duties. Short training is also provided because directives without training are less effective at improving employee performance. Because they work from home, they hold briefings in the morning to discuss what they will do that day and in the afternoon to report on what they have been working on. Companies use English in meetings because their overseas clients require it. Their public speaking skills are constantly honed thanks to a rotating meeting guide.

They must also improve their public speaking skills because it is not uncommon for them to conduct training with external participants or to speak with clients. Of course, they must have this ability because they represent the company's face in front of clients, which is critical. After all, it can affect their cooperation. Of course, this habit has a strong influence and improves employee performance in the workplace. The impact of efforts to improve employee performance is, of course, greatly increased employee performance. Employees are not perplexed as to what they must do. Increased self-assurance. This performance improvement is unquestionably beneficial to the company. The ability of the company to increase sales of the services they provide is the company's goal, and it can increase its income and make the company more visible with capabilities that can compete with other companies.

Employee working hours in this company are still not optimal; each employee should work 8 hours per day, but some employees work less than 8 hours per day, and others work more than 8 hours per day. Appropriate work division and affirmation of working hours allow employees to carry out work by company regulations. Employees whose working hours exceed the limit are not counted as overtime because it is not the company's will but the employees' wishes, and it is not the company's responsibility but how employees manage their time. If the employee's workload is too heavy and the deadline is approaching despite excellent time management, the company would be better off showing more appreciation to employees and discussing whether the employee or team has time to add other employees to help with their work and have a greater impact on the company.

Some employees are overburdened by their workload. The workload that can be shared as a team rather than individuals doing a lot of work alone. Employees' good performance stems from their preference for fulfilling work; a lot of work done because they enjoy it will not be a heavy burden. Employees at this company are given opportunities to try new things. The company has a business unit that is involved in education, such as providing supplies for people who are already working or looking for work to improve their skills. Giving employees opportunities to try new things that few companies do, such as being a guest lecturer and even presenting material in seminars based on their abilities.

The challenges of working from home include boredom because they only work alone, but there are also positive effects that employees receive, such as more flexible working hours and more effective working hours because employees do not have to travel to work, which can be tiring and disrupt employee concentration in doing his job. Trust of company owners in employees who cannot be seen directly by the eyes of their performance is one of the most important things for employees to improve their performance. Things will not go well if employees do not carry out their responsibilities properly. Communication with one another can help to build reciprocal relationships and mutual trust when working from home. It is preferable to communicate excessively than to be left in the dark with no news, and the work being done is not being monitored, which will become a problem for the team and the company if it is neglected regularly.

Meetings with employees, held at least once a month, are another way for the company to improve employee communication. When employees are bored and want to interact with their coworkers, this meeting can be used. Things that are easier to talk about in person become easier to talk about at this meeting. Every organization has its strategy for increasing employee performance. Because employees are the lifeblood of any company. The better the employees perform, the further the company will progress.

Similarly, this company understands how to treat employees well so that they are comfortable with their work, that they have close communication even though they work from home, and that they are always accountable for the work that has been assigned to them. Employees who enjoy their jobs are a distinct advantage for the company because they will work tirelessly for

it while upholding their rights and carrying out their responsibilities. As a result of this, employee performance will continue to improve. Employees' belief in the beliefs of others so that their work can be reduced because it is done collaboratively. Companies create job openings when each employee's workload is perceived to be excessive and to complete work more efficiently.

4.2. Career Path

The career path at PT. Hanan Consulting is divided into three levels: junior, middle, and senior. The positive impact is that employees can gain experience in fields other than their own. However, the negative impact of too broad work is that it divides employees' minds and causes them to lose focus on the part of the responsibilities assigned by the company. Work becomes redundant, which can reduce employee performance.

In PT. Hanan Consulting, bachelor's degrees predominate in companies with majors aligned with the company; however, graduates from vocational schools with majors aligned with the company are also present. However, not every employee has the same level of education. What he does at work. This firm, for example, employs architecture graduates. This demonstrates that companies can accept employees with backgrounds that are contrary to the company's values. Companies can accept graduates other than S1 graduates within the company, allowing companies to evaluate their employees' abilities based on factors other than their educational background.

4.3. Bonuses, Guarantees, and Allowances

During the pandemic, the company implemented a work-from-home (WFH) system for all of its employees; the result of working with such a system was that working hours became irregular, ranging from 8-9 hours per day to more than that. There will be additional costs for dinner, snacks, or reimbursement for employees who work beyond the specified working hours.

Companies can also improve their employees' performance by providing facilities. Beginning with laptops that are more supportive of their work and other activities. After passing probation, the company will allow employees to participate in training activities and workshops to help them develop their skills. Furthermore, the company will provide incidental recreational allowances. For employees, PT. Hanan Consulting provides guarantees in the form of BPJS PK. Employees are also provided with holiday allowances equal to one time's salary. Giving bonuses, guarantees, and benefits can certainly improve employee performance, as employees become more motivated at work. Increased work motivation will almost certainly result in improved employee performance and company progress.

V. CONCLUSION

PT. Hanan Consulting, also known as HananLab, is a 2018 company. This company provides IT consulting with a focus on design and research to aid in the development of user-friendly digital products. Companies that start out with a small number of employees encourage each employee to work together to keep the company moving forward. However, with a small number of human resources, it does not affect the performance of its employees. The company uses the graphic rating scale method and the Alternation ranking method to determine employee performance so that employees with very good or high levels of performance are seen, as well as those with low levels of performance.

VI. SUGGESTION

Companies provide mentoring or direct direction regarding tasks and work to improve the performance of their employees so that employees are not confused about carrying out the tasks they receive. They must also improve their public speaking skills because it is not uncommon for them to conduct training with external participants or to speak with clients, which can affect their cooperation. Additionally, providing facilities is a way for businesses to improve the performance of their employees. As a result, employee performance will improve, propelling the company forward.

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