

HR Planning Mechanism Through Online Recruitment from the Manpower Office at the Manufacturing Company PT XYZ Karawang

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Abstract

The digital era has driven significant advancements, particularly in technological progress, profoundly impacting digital-based Human Resources (HR) planning systems. Effective HR planning is crucial for supporting a company's sustainability through efficient recruitment processes. Regional companies can collaborate with local employment departments to synergize efforts in producing competitive and skilled potential applicants. One such example is the Karawang Manpower Office, which has implemented an online system for recruiting prospective workers, serving as a medium for job applications to companies. This transition necessitates comprehensive preparation concerning the changes in mechanisms, including media, human resources, and recruiting companies. In the Karawang district, numerous companies have adopted online recruitment practices, including Manufacturing Company PT XYZ Karawang, which has recently introduced the E-Recruitment method via the company's website. This research aims to examine the implementation of online recruitment mechanisms in employee hiring processes and assess the effectiveness of the online recruitment methods facilitated by the Karawang Manpower Office in bridging companies and prospective applicants. The study employs descriptive research with a qualitative approach, utilizing data collection and direct observation. Descriptive research aims to address problems by accurately depicting the conditions and subjects based on real-time observations during the research period.

Keywords: Digitalization; Human Resources Planning; Online Recruitment; E-Recruitment

A. INTRODUCTION

Community services serve as an educational approach, providing students with hands-on experiences through direct participation in activities at state-owned enterprises (BUMN), regional-owned enterprises (BUMD), private companies, and local government agencies. This initiative enables students to apply the theoretical knowledge gained during their studies to real-world situations, thereby establishing a bridge between academic concepts and practical applications in both the private and public sectors. The necessity for community service is emphasized by the rapidly changing economic landscape, which demands adaptable and practical skills.

Community service is essential as it allows students to understand the development of communication and working methods within a company or institution and to identify any gaps between theory and practice. This is particularly relevant in the current era of rapid technological

advancement, which has significantly transformed corporate recruitment mechanisms due to increasingly sophisticated information technology.

Effective management involves the control of resources to achieve organizational goals, with human resource planning being a key component. Management is defined as the process of planning, organizing, leading, and controlling the work of organization members, utilizing all organizational resources to achieve set objectives (Hasan & Aisy, 2020). In order to achieve these objectives, various tools are required, known as the 6Ms: man, money, materials, machines, methods, and markets. The "man" aspect refers to the human resources within the organization, which are the most critical factor in management. Humans set goals and carry out the processes to achieve them. Without humans, there would be no work processes, as humans are inherently working beings. Hence, management exists because people collaborate to achieve common goals (Rheza, 2020).

Human resource management, as described by (Saragih et al., 2019), involves managing all available resources within an organization, whether public or private, with human resources being the most important and decisive element. Human resources are unique as they possess intellect, emotions, desires, abilities, skills, knowledge, motivation, energy, and creativity. According to (Yadnya, 2023), management encompasses the entire cycle, from the creation and acquisition of knowledge to its storage, distribution, and utilization. It involves using information and communication technology to facilitate knowledge exchange, employee collaboration, and innovation. The scope of management includes essential functions for effectively managing an organization. Initially, planning is a critical step where organizational goals are set, and strategies and action plans are developed to achieve them (Muhammad et al., 2024). Planning involves a series of activities related to using strategies and methods to achieve goals, with the success of an activity being measurable (Joharis & Haidir, 2019).

Human resource planning involves developing strategies to meet the organization's staffing needs. This includes recruiting and selecting new employees, training and developing existing employees and conducting continuous performance evaluations to ensure the workforce remains relevant to organizational needs (Rusilowati, 2023). Continuous technological advancement and proactive human resource involvement are essential for organizations not only to survive but to thrive amid evolving business challenges and opportunities (Adi Yadnya et al., 2023). Recruitment, as defined by (Aryadi and Gantari, 2020), is the effort to find and attract workers to apply for existing job vacancies within a company. Recruitment is essential for growing companies, as new employees are needed to keep up with the organization's development.

Organizations, including internal job postings, employee referrals, university partnerships, advertisements, job fairs, and more use various recruitment methods. With technological advancements, the Internet has become a popular medium for job seekers to find job vacancies (Sari et al., 2024). This shift towards online recruitment methods, such as those introduced by the Karawang Manpower Office through their website <https://infoloker.karawangkab.go.id>, reflects changing trends in recruitment practices. By utilizing online platforms, companies can reach a wider pool of candidates and strengthen their brand and image as an attractive workplace for the digital generation (van den Berg et al., 2020). Effective synergy between companies and the Karawang Manpower Office is essential to realize job vacancies before they are disseminated to the media to attract potential candidates. This process involves standard requirements commonly listed in job vacancies, with the added benefit of current technology automatically screening candidates who meet the qualifications specified in the job postings.

Technological advancements are changing the way people receive information, including job vacancies now spread across various social media platforms. At Manufacturing Company PT XYZ Karawang, a shift in the recruitment process is occurring; collaborating with the Karawang Manpower

Office to provide an official government website for online applications. However, challenges arise when candidates do not keep up with technological advancements in recruitment, making online applications difficult for them.

B. METHODS

The author employs a qualitative method to discover and narratively describe the activities carried out and the impact of these actions on their lives (Sugiyono, 2020). Therefore, this study uses a qualitative research approach to depict the human resource planning mechanism through online recruitment. The method used in this community service report is descriptive, with a qualitative approach. The descriptive method aims to explain a particular condition or phenomenon without selecting specific factors or variables. The qualitative approach provides insight into various disciplines and materials, involving a deep understanding of the HR planning mechanism through e-recruitment.

This method was chosen because the author aims to understand the recruitment planning mechanism up to the publication of job vacancies by the labor department. The qualitative approach allows the author to explore a phenomenon in-depth, using data from multiple sources. The author gathered data from production staff and HR personnel, which provided a comprehensive understanding of the planning process. Data collection techniques used in this research included interviews, documentation, and observation. Interviews were conducted directly with the Manager, Production Staff, and HR personnel to gain insights into human resource planning—documentation involved collecting data, photos, and videos related to e-recruitment. Observations were made through company surveys and direct reviews of operations during community service activities at Manufacturing Company PT XYZ Karawang.

C. RESULTS

The author's assignment in the production area was under the supervision of Mr. AI, the Production Manager. Throughout this assignment, the author diligently studied the intricate details of the production flow and organizational objectives set by Manufacturing Company PT XYZ Karawang. Emphasizing the critical link between staffing needs and meeting production targets established by management, the author observed how crucial it was to maintain an adequate workforce. In instances where there was a shortage of operators in specific departments, the Production Manager had the authority to request additional staff, ensuring that production remained on track with the required qualifications and efficiency.

Management's proactive response to production needs involved promptly addressing staffing requirements across various departments. Human Resources (HR) played a pivotal role in this process by overseeing the recruitment and deployment of suitable personnel. This experience provided the author with invaluable insights into the initial stages of HR planning at the Manufacturing Company PT XYZ Karawang. The author observed firsthand how HR strategies were formulated and implemented, particularly how workforce planning was initiated following approvals from the HR department for new hires.

The assignment offered a practical understanding of the intricate mechanisms involved in workforce management and production optimization. By observing the operational dynamics and strategic decisions made by Manufacturing Company PT XYZ Karawang's management team, the author gained a comprehensive view of how staffing levels directly impacted production efficiency and organizational goals. This experience underscored the importance of effective HR planning and deployment strategies in maintaining operational continuity and meeting business objectives within a dynamic industrial setting.

D. DISCUSSION

Manufacturing Company PT XYZ Karawang collaborates closely with the local labor department to manage its recruitment processes effectively. This partnership utilizes online recruitment platforms provided by the Karawang district government's official website at <https://infoloker.karawangkab.go.id>. However, ensuring effective planning precedes the publication of job vacancies to align qualifications precisely with the company's workforce needs. The company meticulously prepares and submits job vacancy announcements to the labor department for processing before they are published on the designated website page.

Once approved, the labor department proceeds to publish these job vacancies on <https://infoloker.karawangkab.go.id>, attracting prospective applicants interested in opportunities at Manufacturing Company PT XYZ Karawang. This streamlined process not only enhances transparency but also facilitates applicant engagement throughout the recruitment cycle. Job listings prominently feature essential details such as required experience, company address, salary range, and a concise company description, providing a comprehensive platform for direct applicant interaction.

Furthermore, the labor department employs systematic screening processes to evaluate applicants against specified qualifications. Job vacancies are also actively promoted through official social media channels, including platforms like Instagram at [disnakertrans.karawang](https://www.instagram.com/disnakertrans.karawang), to broaden the reach and attract a diverse pool of potential candidates.

These measures are implemented to verify the authenticity of Manufacturing Company PT XYZ Karawang's job listings handled by the labor department, ensuring that applicants are protected from fraudulent job postings. Once job vacancies are live, the online recruitment process enables applicants to apply seamlessly via the official labor department website. Eligible candidates are promptly notified of their qualifications for further selection stages through official communications from HR, facilitating a structured and efficient hiring process.

E. CONCLUSION

Based on the collaboration between Manufacturing Company PT XYZ Karawang and the local labor department through the online recruitment platform, several key conclusions can be drawn. Firstly, effective planning and meticulous preparation of job vacancy announcements are crucial to ensuring that the qualifications sought align closely with the company's workforce requirements. This proactive approach not only enhances the efficiency of recruitment processes but also fosters transparency and credibility in job postings.

Secondly, the partnership with the labor department facilitates a streamlined recruitment process that encourages broader applicant participation. By leveraging official channels like <https://infoloker.karawangkab.go.id> and social media platforms, Manufacturing Company PT XYZ Karawang effectively reaches a diverse pool of potential candidates. The systematic screening of applicants based on specified criteria further ensures that only qualified individuals proceed through the selection process.

Lastly, the implementation of these strategies serves to authenticate job listings and mitigate the risks associated with fraudulent postings, safeguarding both the company's reputation and applicants' interests. Moving forward, continuous collaboration and refinement of recruitment practices will be essential to meeting evolving workforce needs and maintaining a competitive edge in the industry.

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