CHAPTER I

INTRODUCTION

1.1 Background

Human resource recruitment is one of the important requirements to organisational success. The main objective of recruiting is to select people to work and achieve the goals of the organization. Nowadays many employers find that better management of the human resource function can be a major source of productivity improvement and growth. In order to achieve better management of human resources more effort is needed because of its dynamic nature.. One organization or company human resource management may differ from the other but there are two major management activities which are strategic and operational. Operational activities include recruiting, selecting, training, appraisal, etc.

The recruiting process in a company is very important because when talking about recruitment we need right job, right person, and right reason. Many organizations or company's today do not apply the three principles above. The right job means we need to perform job analysis, identify ideal employee, determining the correct recruitment method, and review the policies. In general the right job means we need to ensure job matching to reduce the misemployment. According to the caliper human resource article (YEAR) on job matching there is an 80/20 ratio that 80 percent of most employee have been misplaced and 20 percent doing the right job. The reasons of these are the college or school didn't provide students with adequate skill so when they graduate they don't have the skill for a proper job, or because of the economic situation and the influence of

family,. Usually if the father is an accountant or a doctor the parents want their children to have the same job which is may not suit the child's aptitude.. Misemployment can cause decreasing productivity, increasing employee turn over, and also the company goals may not be achieved. For example many sales people usually dont work because they like the job or suitable for the job but they work as a sales person because they need to earn money and making it a stepping stone. After they have enough experience or chance to move for a better position or other work field they will change into the new job or career.

While the right reason is why we need to recruit or employ a new employee. Sometimes we make a job offering or recruitment because the employee didn't perform effectively, which can be caused by the reason above, so the human resource department or human resource manager really needs to know the reason why we need to hire new employees. The recruitment process itself takes so much effort, money and time and therefore if we want to perform the recruitment process we need to know the reason and do it right.

1.2 Problem statement

The recruitment process from one company to another company may vary which depends on the company's policy, but in general there are similarities in the process. For example the company needs an employee and the company opens an advertisement whether it is via the internet, newspaper or campus. After that the company will select the applicant. The qualified applicant will be interviewed by the human resource department and the needed division. After the applicant goes through all the process and passes all the tests or interview then the applicant is accepted as an employee. From the process we

can actually make a general business model for human resource recruitment process that can be use for all companies.

How to build a viable Business Model using SSM for Human Resource Recruitment Process in Jakarta?

In bringing the main problem for analysis, we can break down the main question in to sub problem question:

1. What is the process of Human Resource Recruitment?
2. What are the necessary tasks to be accomplished in HR Recruitment?
3. How to use SSM to build business model?
4. How to build business model for Human Resource Recruitment Process?

1.3 Significance of study

The goal of the thesis is to build a sustainable business model that can help company to have a standard human resource recruitment process.

Benefit for the researcher, this research will help to understand how to implement the knowledge gained from lecture classes in the real world.

For a company, to understand and compare or use it as an example for their own business model. This model can also be used for an example of business model for recruitment process.

From an academic view, this model can be used to gain some understanding how to make business model using SSM for human resource recruitment process.

1.4 Scope/Delimitation

1.4.1 Scope of the research

This research will be focusing on the human resource recruitment process only since the recruitment process is the first step of human resource activities and recruitment is the beginning of human resource management. Also because of limited time so this research will only make a business model and not test it in a company, which will need further research on this.