

# The Application of Human Capital for Business Development in PT.Zaps Teknologi

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## ABSTRACT

**Background** - PT. Zaps Technology is a company engaged in technology and information by producing application products under the name Dokter Tunggu ( Doku ). As there are many hospital that needs to reduce their queue line. At present, PT. Zaps Teknologi has strategies in meeting human resource needs. To capture market needs, companies must have added value to their resources, especially for the expert resources. A strong HR recruitment strategy who is always able to keep up with the times is needed. Thus, this study aims to analyse the human capital strategies at PT. Zaps Teknologi. In the implements fertility specialist selection strategies to enhance the performance of the application yet also to improve the fitures that needs by the society and environment. This is inseparable from the selection and recruitment to meet competency needs.

**Method** – Through the recruitment, training and development, compensation, work evaluation.

**Result** - This analysis help IT companies in making the right decisions to manage the human resources management

**Keywords:** Human Resources Management, IT Companies, Selection, Recruitment Program, Compensation, and Work Evaluation

## 1. INTRODUCTION

A human capital does not just as a labor but knowledge, abilities, and how a person can have value to the company. To achieve success a company is very dependent on the way the company carries out a human capital management process (George, Scott, & Shad, 2016). Therefore, the human resource management division of

PT. Zaps Technology has an important role in maintaining stability and also the application development process which must be effective and efficient and in line with HR strategy (Bhagat, Kedia & Harveston, 2002). Not only that, employees must also follow the company's culture, company values and competency standards that have been made by the company by participating in several training activities and also development programs from the company. The company will also provide rewards and punishments if employees work well or poorly, manage compensation and benefits for the workforce in accordance with the performance and values offered by the company to its employees and partners (Porter, 1985). Create and implement a compensation system that is transparent and in accordance with applicable law in Indonesia. With a transparent system, it is expected that each employee and partner can compete to provide the best and can indirectly improve company performance and Maintain employee turnover rates below 5% and ensure partners who always work follow SOPs and reduce employee discipline levels and partners in working and avoiding things that can damage the company's image (Hasyim, et. al, 2019).

## 2. MATERIALS AND METHOD

### A. HR. Objectives

The objective of the PT.Zaps Teknologi HR division is to find a professional and expert workforce in their field. This is all done to support the

company's strategy, namely product development. Managing human resources to improve company performance by providing training and development, reward and punishment, and etc.

**B. HR. Goals**

The targets of a human resources division as follows:

1. Recruiting qualified workforce with beat qualifications or experienced in the digital field and at least 2 years in their fields for permanent employees and workers who have high passion in the IT industry and the desire to develop for interns
2. Provide regular training at least 5x (as a table above) in a year to improve employee and partner competencies both in terms of soft skills and hard skills, Provide a comfortable working

atmosphere and create harmonious relations between employees, Improve the welfare of the workforce by providing compensation in accordance with performance and competencies both in terms of soft skills and hard skills, Provide a comfortable working atmosphere and create harmonious relations between employees, Improve the welfare of the workforce by providing compensation in accordance with performance and work

**3. RESULT AND DISCUSSION**

**A. Corporate Culture**

Corporate culture is the values shared by employees to form the basis for developing and achieving the company's vision. There are 5 corporate culture by PT. Tekhnologi Zaps:

<b>Smart</b>
Innovate in product development and unlimited creativity
<b>Integrity</b>
Employees are required to be honest, principled, consistent and reliable in all respects
<b>Professional</b>
Reliable and being nice all the time
<b>Learn</b>
Continue to learn and develop products according to people's needs
<b>Sharing of Joy</b>
Passion at work is also balanced with happiness

Figure 1. Corporate Culture

**B. Organizational Structure**

The most important factor in any organization is leadership (Kanellopoulos, 2012). Leadership effectiveness in making organizational members will contribute greatly to utilizing the organization's resources to carry out joint efforts (Ayodeji & Adebayo, 2015). The organizational structure used by PT. Zaps Teknologi is a functional organizational structure where the company operates with a wide range of

controls, decentralized decision making, and little formality. Fast information rotation, free communication, and a workforce with diverse abilities are characteristics of digital companies. Furthermore, leaders will seek to build the success of staff, followers, or customers. They can lead to change, innovation, and entrepreneurial skills in their companies. Transformational leadership describes leaders who develop their followers' potential for inspiration,

intellectual stimulation, and empowerment, helping develop innovative work behaviors (Popadiuk & Choo, 2006).

### C. Recruitment

Planning the number of human resources needed must be in accordance with the needs of the organization in the short, medium and long term by employing permanent and non-permanent employees so that the employee cost burden is not too large due to the flexibility of the number of active employees (Priyanto, Syah, & Indradewa, 2020). PT.Zaps Teknologi recruits employees according to company standards. Recruitment will be done online through several media platforms such as LinkedIn, Jobstreet and JobsDB. The company considers the information and recommendations of workers in the media to be competent and trustworthy. IT-based

universities are developing in Indonesia, the company believes that universities are the ideal place to find potential candidates to work in companies. Recruitment is carried out in collaboration with selected higher education career divisions based on the credibility and quality of campus graduates (Perdana, Syah, & Indradewa, 2019). recognized by the community. The company is also considering recruiting workers through a recommendation system from employees who have worked in the company and those associated with the company.

### D. Selection

After the company has a candidate, the next stage the company will call the candidates and will follow several stages of selection. The selection process will be carried out with five factors, as follows:



Figure 2. Selection Process

### E. Training and Development

In addition to recruiting qualified workers, the company also strives to conduct training and development for maintain and improve the quality of the workforce in company. Training and development planning is adapted to the needs of the company in dealing with competition and market changes (Baskara, Syah, & Indradewa, 2019). Training and development will cover hard skills and soft skills. The following is the training and development that will be carried out by PT. Zaps Teknologi:

Table 1. Training and Development Training and Development Program

Type of Training	Time Frame	Organizer
Orientation	1 Month	Internal
Onboarding Training	3 Month	Internal
Technical Development Program	3 Month	Internal
Soft Skill Development Program	3 Month	Internal
Workshop Training	6 Month	Eksternal dan Internal

### F. Compensation

PT.Zaps Teknologi will provide compensation based on job performance, in the form of salaries, incentives, bonuses, and commissions (Frey, 2010). Each function in the company has different

nominal points, thus determining the amount of salary that is categorized into several levels. However, the annual bonus is a bonus given by the company at the end of the year based on employee performance (Jennifer, et. al, 2020). The bonus amount depends on employee performance. The bonus amount depends on the employee's performance in the current year based on the employee key performance indicators (KPI) evaluation. Furthermore, the company will also hold a gathering once a year which is of course to restore work spirit and togetherness in order to increase company productivity. Also a holiday allowance (THR) is given to each employee on the eve of Eid and Christmas. Here, the paid leave is additional compensation where employees who have worked more than 12 months can apply for paid leave of 12 days and to take leave, employees are required to apply for leave permission with the approval of the head of the employee's division of work. The company only provides two days of leave if the employee is sick, provided that the employee must include a doctor's letter. However, if the employee suffers from a disease severe enough to delay work, the company will provide more leave. The general policy regarding compensation also concerning compensation and how to pay it. To optimize employee performance, the company conducts an evaluation every month by looking at the KPI progress of each employee. In this case, the performance in the KPI determines the bonus award at the end of the year. The company also provides a special room for employees to get rid of the boredom.

#### **G. Work Evaluation**

The job description is written based on the analysis of each job. It contains information related to tasks and responsibilities that are required by a specific job, and it includes different material from one job position to another. The information in the job descriptions cover the details of job identification, tasks, responsibilities, the relation between one's

task and the other employees' tasks, also tools and materials needed at work. In the end of the year, the company will be evaluated all the employee's work. PT. Zaps Teknologi has 2 ways in order to maintain the employee performances. First, every 6 months there will be a counseling held by the company for all the employee. Second, every year there will be evaluation by all the upper division manager.

#### **4. CONCLUSION**

To conclude, PT. Zaps Technology will reduce uncertainty in human resource management to improve company productivity. Operations management, marketing management, financial management, and human resource management must interact. The purpose of the identification step is to learn and understand all the activities and aspects of the company in the organizational environment. The impact of resource planning is enhanced from the knowledge of any information, which is very useful for making decisions about the needs of the company and determining the availability of future human resources. The objectives and indicators of human resource management are achieved by interpreting any information collected. Then apply this information to determine priorities, goals, and targets. The focus of the action and planning steps is to implement human resource policies and plans. This step looks at ways to facilitate achievement. In addition, this step includes multiple activities to make visible the demand and availability of human resources. The last step is evaluation. This is done to investigate whether the program is running correctly or whether the program needs some improvement. In addition, the implementation of the policy has been evaluated, whether there are expected goals, or there are various aspects that require further investigation.

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