

Improving Human Resource Management through Work Structuring, Training in Marketing and Operations at PT. Intan Rahmadhani Santosa

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ABSTRACT

The internship at PT Intan Rahmadhani Santosa aims to address operational and product marketing challenges through digital strategies. This involved needs analysis, strategic planning, implementation of training programs, and evaluation of results. The results achieved included the development of detailed SOPs, establishment of company regulations, Canvas training for digital marketing, and Google Sheets training for inventory management. These programs improved operational efficiency, enhanced product marketing through digital media, and improved employee skills in inventory management and reporting. Overall, this internship program successfully provided solutions to improve the performance and long-term growth of PT Intan Rahmadhani Santosa amidst competitive market conditions.

INTRODUCTION

Micro, Small and Medium Enterprises or MSMEs are one of the business sectors that play an important role in supporting the national economy. This important role is shown through the ability of MSMEs to create jobs, absorb labor and improve community welfare. These conditions encourage the growing number of MSMEs in Indonesia where in 2020 there were around 64 million business actors, in 2021 it increased to 65.46 million, and in 2023 it reached around 66 million. In 2023, the contribution of MSMEs reached 61% of Gross Domestic Product (GDP) or equivalent to IDR 9,580 trillion. In addition, MSMEs absorb around 117 million workers (97%) of the total labor force (Rahmah & Karem, 2024).

One of the rapidly growing MSME business sectors in Yogyakarta is the food production business. PT Intan Rahmadhani Santosa is a business engaged in the processing and sales of various chips and pastries with the trademark IR Snack. The company is located at Jalan Sorogenan I, Purwomartani, Kec. Kalasan, Sleman Regency, Yogyakarta Special Region. The business was established in 2000 with the status of a limited liability company. The number of workers who support the operation of this business is 5 people. PT Intan Rahmadhani Santosa provides a variety of chips made from vegetables, processed soybeans and processed fish. In addition, it also produces various pastries and souvenirs typical of Jogja. Product prices are set from Rp. 8,000 to Rp. 40,000.



Figure 1. Variety of IR Snack Products

The company focuses on innovation and creativity to produce high-quality products. PT Intan Rahmadhani Santosa improves service standards and product variety for customer satisfaction. In marketing, the company uses direct sales at the production site, cooperation with outlets such as stores, malls, and hotels, and is active in trade shows. The company also partners with online services such as Gojek and Grab, and utilizes social media and marketplaces such as Instagram, TikTok, Facebook, WhatsApp Business, and Shopee for product promotion.

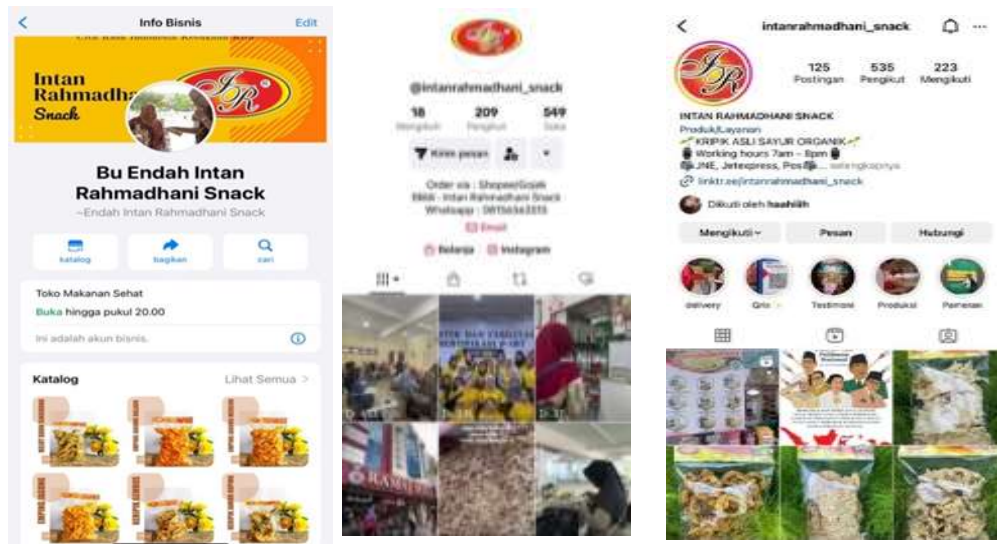


Figure 2. IR Snack Promotion Media

PT Intan Rahmadhani Santosa's efforts in developing its business also focus on improving the quality of human resources. Quality human resources will have a positive impact on the development of business performance. Human resources are a key element in building a positive work culture, driving innovation, and supporting long-term growth. Given the importance of this role, it is necessary to develop human resources to improve knowledge and skills so that it will increase work productivity and employee performance which in turn can improve business performance (Livrika & Nuvriasari, 2023). Employee training and development strategy is a plan in management so that the quality of human resources can change for the better and ultimately improve their work capabilities (Wijaya, 2023). Such development contributes to the company through long-term benefits in the form of continuous innovation, high employee loyalty, and stable business growth (Ikaningtyas et al., 2024).

PT Intan Rahmadhani Santosa's business operations still have several problems, namely: (1). There is no standardization of operational procedures in the production section. This can have an impact on the emergence of errors in the implementation of work, which can disrupt the work process and reduce operational efficiency, (2). The company does not have standardized rules that must be obeyed by all employees. This can have an impact on the level of employee work discipline and the possibility of violations, (3). Lack of employee knowledge in using digital applications for online promotional content development. This can have an impact on the ineffectiveness of the online promotion program, (4). Employees do not have the knowledge and skills to record inventory reports digitally.

To overcome these problems, the activity programs implemented include:

- 1) (1). Developing SOPs for the production department,
- 2) (2). Creating company regulations that contain rules and work ethics that must be obeyed by all employees, and
- 3) (3). Making posters containing employee rules,
- 4) (4) providing training on the use of digital applications to support online marketing, such as Canvas,

- 5) (5) Training and making inventory reports using Google Excel or Spreadsheet software. This activity program aims to help PT Intan Rahmadhani Santosa solve operational problems.

IMPLEMENTATION AND METHODS

Internship activities at PT Intan Rahmadhani Santosa are carried out through several stages of implementation. These stages are well designed to insure the success and effectiveness of the internship activities carried out. These stages are as follows:

1. Preparation Stage

The preparatory stage in the implementation of this internship work activity is the analysis of company needs. This analysis is carried out by exploring the problems faced by PT Intan Rahmadhani Santosa. This process includes interviews with the owner and direct observation of daily activities at PT Intan Rahmadhani Santosa so that they can directly understand the problems that exist.



Figure 3. Discussion with the Owner

2. Planning Stage

In the planning stage, the author works closely with company management to design the right strategy to overcome the previously identified problems. This strategy includes specific and clear steps to achieve the goals that have been set, and is tailored to the needs and conditions of the company.

3. Implementation stage

In the implementation, the author actively provides the preparation of SOPs and production rules, as well as provides training to company employees to carry out pre-planned actions.

4. Evaluation and Monitoring Stage

In the evaluation and monitoring process, the author scrutinizes the results of strategy implementation to insure the effectiveness of the solution in addressing existing problems. This evaluation involves data collection and feedback from the employees involved.

RESULTS AND DISCUSSION

The implementation of community service and internships was carried out at PT Intan Rahmadhani Santosa which is located at Jalan Sorogenan I, Purwomartani, Kec. Kalasan, Sleman Regency, Yogyakarta Special Region. This activity has resulted in several significant achievements. The following are the results and discussion of the program activities:

1. Preparation of Standard Operating Procedures (SOP)

Standard Operating Procedures (SOP) are procedures that must exist in a company to assist in the implementation of activities (Muhaling et al., 2021). The preparation of SOPs is intended to create a standard measure of work so as to improve the quality of work and facilitate the evaluation of work implementation (Ananda & Nuvriasari, 2023). The preparation of this SOP is done by identifying existing work processes and creating detailed steps for each step in the process. This also provides an opportunity for employees to better understand their duties and insure that each step is carried out consistently and efficiently according to company standards. Increased efficiency and consistency in carrying out daily tasks.

The preparation of production SOPs at PT Intan Rahmadhani Santosa aims to ensure that each step of the process is documented in detail and consistent with company standards. This process involves consultation with the owner and management to insure alignment with the company's vision, mission and needs. The benefits include improved employee understanding of work procedures, better work discipline, and increased efficiency and consistency in the execution of daily tasks.



Figure 4. SOP for Production Unit

2. Develop a Code of Conduct for Employees

Work rules are regulations that apply in groups with a limited scale of application to certain places, ways of working, and conditions. Work rules are intended to help and facilitate employees in carrying out their work in accordance with the provisions set by the company so that it is expected to increase work discipline (Rokhimi & Nuvriasari, 2024). The preparation of this order includes the identification of rules and work ethics that must be obeyed by all company employees. This is also the basis for creating a professional and disciplined work culture. The preparation of the rules at PT Intan Rahmadhani Santosa was carried out in consultation with the company owner to insure compliance with company values and existing operational needs.

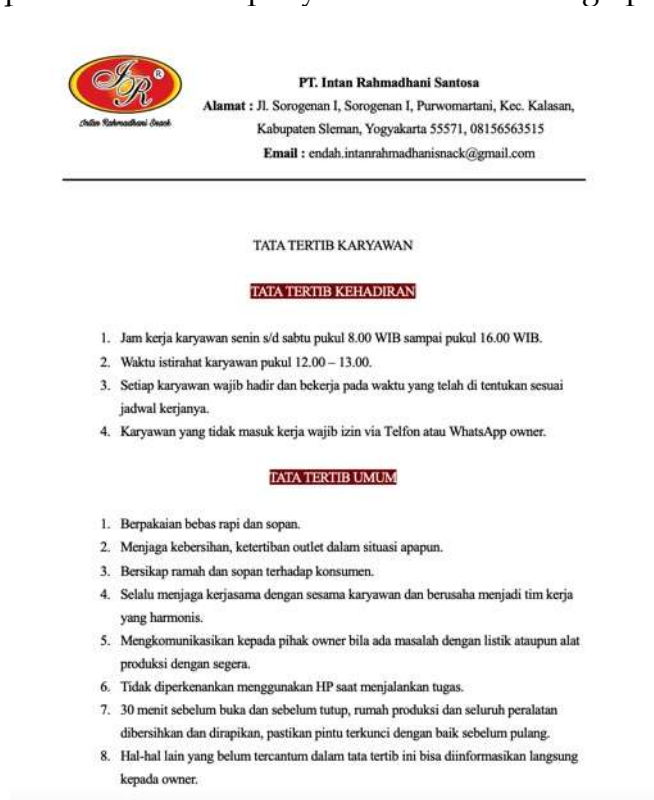


Figure 5. Preparation of Rules of Proced

3. Creating an Employee Code of Conduct Poster

Creating and displaying an employee code of conduct poster is important as it is a visual reminder to all employees of the rules and work ethics that must be followed. It also insures that all employees have a uniform understanding of the company's rules and regulations, and provides an easily accessible reference source for employees who need updates or confirmation of the rules. With this regulation, it is expected to create a more orderly, disciplined, and professional work environment at PT Intan Rahmadhani Santosa. After the regulation was implemented, there was a change in work culture and discipline at PT Intan Rahmadhani Santosa. Employees are more

compliant with the rules and work ethics that have been set, thus creating a more orderly and professional work environment.



Figure 6. Design a Poster for Work Rules Socialization

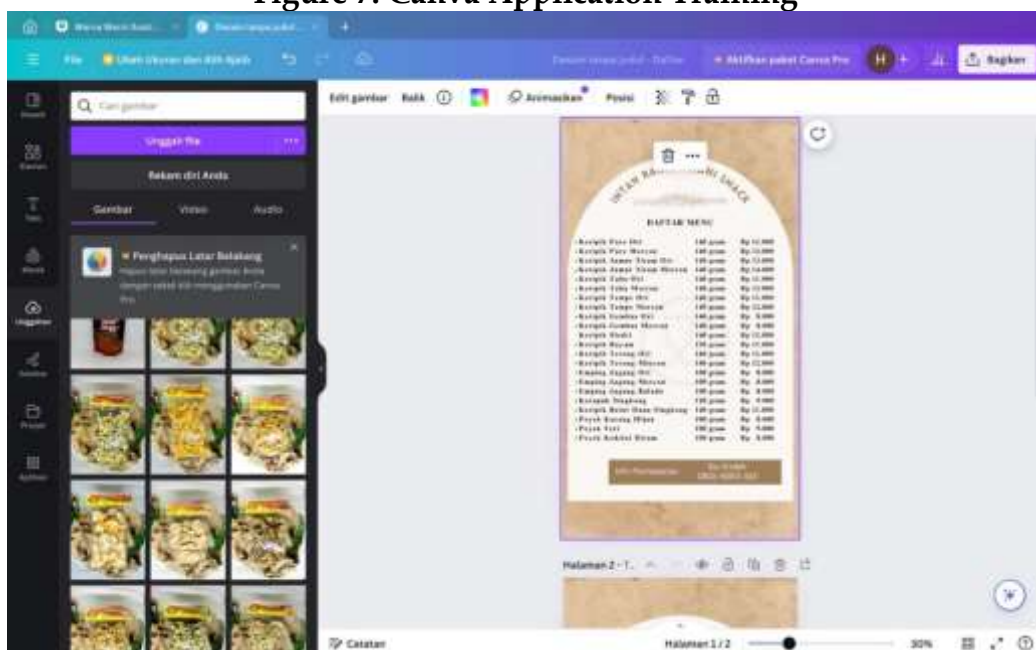
4. Training in using digital applications (Canvas) in the marketing process.

Canvas is an online design program that provides various editing tools for creating various graphic designs, such as posters, flyers, infographics, banners, invitation cards, presentations, Facebook covers, and others, including being a tool for editing photos because there are photo editors, photo filters, photo frames, stickers, icons, and grid designs that are easy for even beginners to understand. Not only that, Canvas can also be accessed via desktop and mobile devices (Sary et al., 2024). Many MSMEs still rely on

conventional or outsourced designs due to resource and budget constraints. Canvas training is important because it provides an affordable and easy-to-use solution for creating quality promotional materials. The training helped PT Intan Rahmadhani Santosa use Canvas for designs that match the brand identity and marketing objectives of the product, improving marketing capabilities through social media and other promotional materials. After the Canvas training, there was a change in the way it promotes its products. PT Intan Rahmadhani Santosa started using more attractive and professional designs in its promotional materials, such as posters, brochures, and social media posts.



Figure 7. Canva Application Training



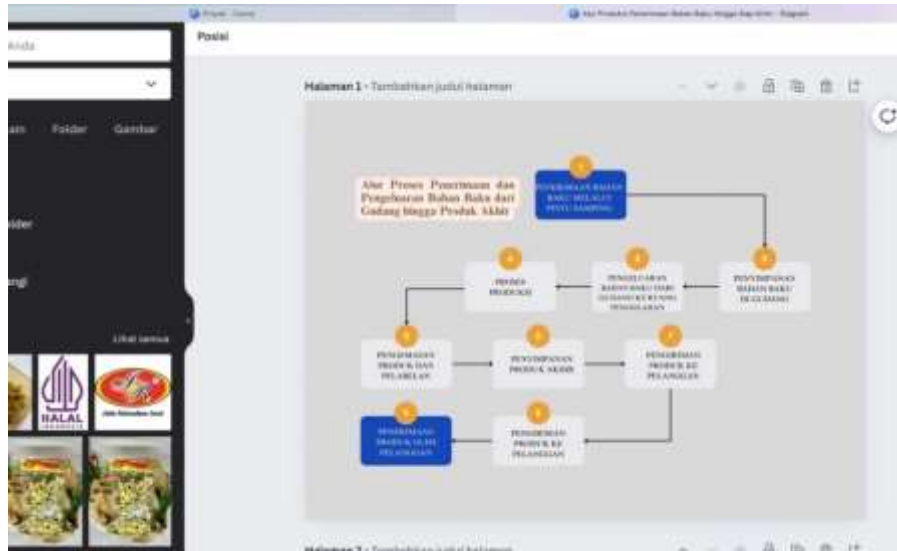


Figure 8. Canva Training Results

5. Training and preparation of inventory reports using Google Excel or Spreadsheet software.

Inventory reports shown through the flow of goods in and out are essential for tracking the flow of inventory. The report can monitor the number of goods entering and leaving the company's warehouse or inventory. Monitoring the availability of goods can provide benefits for MSMEs such as: avoiding inventory shortages, minimizing excessive storage costs, and ensuring timely availability of goods (Nuvriasari et al., 2024). Many MSMEs still use manual records for incoming and outgoing goods reports, so they need training to switch to software that facilitates digital inventory management. This training is very useful for PT Intan Rahmadhani Santosa to optimize the recording of goods transactions with simple and structured bookkeeping, thus preventing data loss and company losses. In addition, this training also introduced the use of Spreadsheet in recording transactions. Google Spreadsheet is an application made by Google that functions as a data processing application that utilizes cloud computing technology (Muhammad et al., 2020).

The changes that occurred after the Google Spreadsheets training were that employees became more skilled in using this software to create reports on incoming and outgoing goods. In addition, the implementation of this software has accelerated the reporting process, reducing the time needed to manually compile reports.



No	Code Barang	Nama Produk	Stock Awal	Stock Akhir	Total Stock	Rekap Laporan - Mei 2021											
						01 - Mei	02 - Mei	03 - Mei	04 - Mei	05 - Mei	06 - Mei	07 - Mei	08 - Mei	09 - Mei	10 - Mei	11 - Mei	
1	PKM	Pisang Manisan	1420	2101	3521	225	241	252	291	291	231	191	187				
2	PKA	Pisang Di	1450	1194	2644	270	303	172	173	229	173	209	309				
3	JT1	Jasur Tiram Di	1650	1317	2967	168	169	166	137	273	144	205	166				
4	JTB	Jasur Tiram Manisan	1300	1225	2525	231	112	209	102	121	209	112	234				
5	Di	Susu Di	1200	2237	3437	340	169	141	154	122	271	209	179				
6	MM	Tiram Manisan	1200	2161	3361	228	240	173	140	223	188	228	169				
7	TD	Tiram Di	1200	2000	3200	225	244	214	263	175	144	262	154				
8	MM	Tiram Manisan	1200	1747	2947	148	146	209	220	162	160	105	184				
9	Di	Tiram	1200	1912	3112	149	169	210	160	139	270	245	144				
10	MA	Manisan	1200	1784	2984	151	227	131	130	200	181	145	277				
11	Di	Tiram	2000	2110	4110	217	217	200	120	190	270	245	291				
12	Di	Emping Jagung Biskuit	1200	1024	2224	272	173	180	164	203	242	173	112				
13	Di	Emping Jagung Biskuit	2000	1997	3997	173	121	120	120	189	206	106	120				
14	Di	Kemang Senggang	1200	2040	3240	142	110	208	208	143	131	184	205				
15	Di	Biskuit Daun Singkong	1200	1889	3089	140	166	176	140	140	112	141	200				
16	Di	Tempo Cendana	1200	2284	3484	212	210	197	217	200	181	201	209				
17	Di	Tempo Sagu	1200	2145	3345	140	110	127	140	217	141	140	209				
18	Di	Pisang Manisan 1 Kg	1200	1484	2684	112	120	120	140	207	230	220	197				
19	Di	Pisang Tani	1200	2000	3200	112	112	201	141	213	181	213	272				
20	Di	Tempo Manisan	1200	1247	2447	128	100	130	210	120	80	90	119				
21	Di	Pisang Manisan 1 Kg	2000	2243	4243	112	80	180	142	130	180	80	119				

Figure 9. Google Spreadsheet Training

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of internship activities at PT Intan Rahmadhani Santosa, it can be concluded that improving HR management through work structuring, marketing and operational training has a significant impact on the company. By improving production SOPs, setting clearer rules, providing digital marketing training using the Canvas application, and implementing inventory management software, the company managed to improve operational efficiency, discipline, and employee skills. Thus, these measures not only helped PT Intan Rahmadhani Santosa overcome operational and marketing issues, but also opened up opportunities for long-term growth and success amidst increasingly fierce market competition. By continuing these efforts and continuously developing its human resources, the company can strengthen its position in the market and achieve sustainable growth.

Based on the evaluation and experience during the internship, some recommendations can be made to maintain and improve the positive impact that has been achieved:

1. The company can continue employee training and development programs, both in the field of digital marketing and operational management.
2. The company can continue to expand the use of technology in its operations, such as utilizing software or other applications to increase efficiency and productivity.
3. The company can consider implementing a reward and recognition system to improve employee motivation and performance.
4. It is important to continue to evaluate and monitor the implementation of changes that have been made.

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