

Utilization of Digital Applications, Time Management, and Employee Skills Development to Improve Employee Performance Moonails

Rendy An Arya Putra^{1*}, Audita Nuvriasari²
Program Studi Manajemen Fakultas Ekonomi Universitas Mercu Buana
Yogyakarta

Corresponding Author: Rendy An Arya Putra putrarandika.pr@gmail.com

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ABSTRACT

The internship program is conducted at Moonails Studio in Nail Art, focusing on training employees in skills and implementing an effective time management system. The main objective of this program is to improve efficiency and effectiveness in time management, as well as to improve the skills and ability of employees to improve work productivity within the company. The results of these services include significant improvements in employee soft skill skills, as demonstrated by an in-depth understanding of digital applications. Overall, this internship program is expected to bring positive benefits to the employee and company, improve operational efficiency, and quality of work, and create a comfortable and conducive working environment.

INTRODUCTION

Nail art is the art of beautifying nails by adding paintings, drawings, or embellishments on direct nails or with fake nails. There are many things to consider during the process. Women can boost their confidence and look more modern and fashionable by having beautiful nails through nail art. Nail art has become an important part of the lifestyle for women, especially nowadays. This is evident from the growth of beauty services that specialize in nail art services (Krisnawati et al., 2022). In Yogyakarta, the nail art business is growing rapidly with many local entrepreneurs realizing the business potential in this field. One of them is Moonails, a nail art business established in late 2018 by Ms. Dewi. Within 5 years of its establishment, Moonails already has 2 branches located in the Yogyakarta city area with 4 employees.



Picture .1 The Location of Moonails

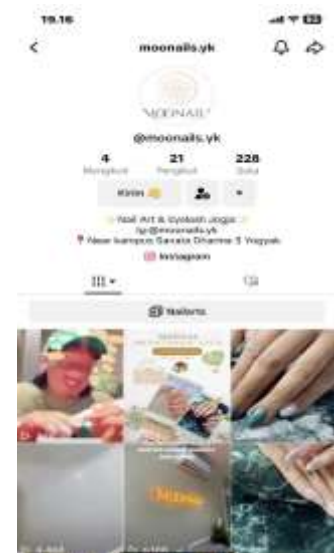
The beauty treatments offered by Moonails are hand and toe nail care, and eyelash care. Moonails is committed to providing the best service to its customers through beautiful and unique nail art works and as one of the brands that contribute to the beauty trend. In addition, Moonails offers its products and services using social media such as Instagram and TikTok.



Picture.2 Instagram
Moonails



Picture .3 Product Pricelist



Picture .4 TikTok
Moonails

Moonails progress as a successful business relies heavily on the outstanding performance of its employees who are consistently up-to-date with fashion trends. They constantly update their knowledge on the latest trends in nail art, which enables the company to stay ahead in quality and expertise in the industry. Moonails focuses on developing quality human resources by ensuring that its employees are always on top of nail art trends. They realize that high-quality human resources are the key to outstanding performance. By investing time, resources, and attention in the development of the individuals working within, the business not only builds the necessary expertise and competencies, but also increases employee motivation, loyalty, and engagement (Apriliana & Nawangsari, 2021).

There are several problems faced in this business, namely (1). The lack of employee insight into the use of digital applications, knowing the use of digital applications will help the operational activities of this business. (2). Lack of time management effectiveness in handling customers, in this case, time management is needed for business continuity so that time management in completing tasks is more effective. (3). The company's Standard Operating Procedure (SOP) needs to be reviewed and revised, by reviewing and revising the existing SOP, it will become a reference in carrying out work according to its capacity to achieve the vision and mission of the business. (4). Financial and non-financial employee compensation programs that have not been implemented properly, to motivate employees to appreciate the work done.

In overcoming these problems, the internship program activities carried out are (1). Soft skills training using digital applications to employees to support employees' ability to operate digital applications such as Canva, and online bookkeeping training using spreadsheets. (2). Developing a customer reservation schedule template so that time management to serve customers becomes more effective. (3). Review and revise the company's SOP to be developed to be more effective in running a work system that is in line with the company's vision and mission. (4). Socialization and planning with the owner regarding the provision of incentive and reward programs to employees to increase employee motivation

so that company goals can be achieved. (5). Planning, training, and making QRIS as a payment transaction to make it easier for consumers to make digital payments. (6). Evaluation of employee satisfaction using Google Forms to find out the compensation program provided and implemented.

This activity program aims to improve the performance of Moonails employees by focusing on employee skills development. Skills development is one of the important components in improving the productivity and work quality of a company (Wiliandari, 2018). In addition, to deal with increasingly fierce competition and changing market needs, companies must be able to manage time more efficiently and effectively through a time management program (Atmaja et al., 2021). On the other hand, a deep understanding of developments in the digital era allows employees to keep up with the latest trends and innovations in the nail art industry. Through this internship, the author hopes to provide solutions, suggestions, and contributions that can help the company manage time better and employees will benefit from skill development and a deep understanding of developments in the digital era.

IMPLEMENTATION AND METHODS

Internship activities at Moonails are carried out through several stages of implementation. These stages are well designed to ensure the success and effectiveness of the internship activities carried out. The stages are as follows:

1. Observation and Interview

Preparation Stage The company needs analysis is the first step in internship preparation. The author analyzes the Moonails company to understand the problems faced by the company. This is achieved through interviews, conversations with owners and employees, and direct observation of daily activities. Based on the results of the needs analysis, show that the company faces several problems in time management and employee skill development.

2. Execution and training

The training involved 4 employees. Training program planning and skills development using digital applications, and good time management training.

3. Evaluation and monitoring

To evaluate the success of this program, the authors used Google Forms to conduct an employee satisfaction survey. The purpose of the survey was to find out how the solution impacted employees and to what extent it met employee expectations. In addition, the use of Google Forms makes it easy to collect data anonymously and allows employees to provide honest responses.

RESULTS AND DISCUSSION

The results of the implementation of this program are described as follows:

1. Soft skills training using digital apps

Soft skills training using digital applications is conducted in a personalized manner so that it can help improve employees' ability to adapt to the digital era. This training process involves the use of the Canva application as a learning medium to improve employee skills. In this training, employees are taught how to use the Canva application effectively and efficiently to create designs needed to support their work. During the training process, employees gave positive feedback to the author, the author saw an increase in employee understanding of the operation of the Canva application which was growing so that the competence and ability of employees to use digital applications became the added value of employees in the company.



Picture .5 Canva App Training



Picture .6 Canva Training Result

2. Implementation of the Time Management System

In this activity, the author recommends using Google Forms and Google Sheets as media to help employees manage time and handle customers effectively and efficiently. In this training, employees are taught how to use Google Forms and Google Sheets. Making a Google form results in a website link, then the link is sent to the customer to fill in the data and reservation schedule. Employees see the benefits of this program, it can help them handle customer databases and reservation schedules more effectively and efficiently.



Picture .7 Time Management Training

MoonailsStudio
Nails and Eyelash Yogyakarta

[Login ke Google](#) untuk menyimpan progres. [Pelajari lebih lanjut](#)

Nama Kustomer
Jawaban Anda

No. Telephone
Jawaban Anda

Tanggal Booked
Jawaban Anda

Picture.8 Google form Result

3. Development of Standard Operational Procedure (SOP) as employee productivity

In this program, the author revised and developed the Standard Operational Procedure (SOP) so that its application is in line with the improvement of company performance. This development includes employee standards, employee rules, service standards, and customer complaints. After that, the company will socialize with employees about their duties and responsibilities so that employee performance will be maximized. The Standard Operational Procedure (SOP) revision program has an impact on company performance and efficiency, both before and after its implementation. The SOP revisions carried out are as follows: a) Comprehensive revision of employee rules, b) Development of service standards, c) Handling customer complaints, to help ensure that the new procedures are more in line with operational needs and the work environment, regular trials and evaluations are needed. The results of implementing the new SOPs show improved efficiency, uniformity of performance, and quality of output, as well as reduced risk of errors and non-compliance with regulations.



Picture .9 Company SOP

4. Financial and non-financial compensation programs to increase employee motivation

The author discussed an attractive compensation program with the company owner. The author provides program ideas to the owner to increase employee motivation to be more enthusiastic in carrying out their work and employees feel cared for. Financial compensation provided by the author to the owner includes: a) Daily target incentives, in one day employees are given a customer target of three customers per day with an incentive amount of Rp.5000 to Rp.10,000 per customer, b) Incentives per three months, within three months, the employee's monthly target must be met worth Rp. 66,000,000, employees will get an incentive of 2% of sales for three months. The purpose of this program is to motivate employees to increase performance and productivity in the company.

5. Making QRIS as a digital transaction media

The author offers training to business owners to create a QRIS payment system. This method can make it easier to manage and monitor the company's business finances. In addition, digital transactions can help minimize fraud and loss of money. Based on the results applied through this program system, the cash flow in and out of company finances is controlled and more transparent.



Picture .10 QRIS Creation



Picture .11 QRIS Result

6. Evaluation of employee job satisfaction

The author created an employee job satisfaction form to find out whether the programs provided so far have had a positive response from employees and companies. This evaluation is used as a way to find out how satisfied employees are with the programs they create. The survey results show that employees are satisfied with the programs provided such as soft skills training, compensation programs, and time management training. They stated that these trainings provide benefits in improving the abilities and skills of individual employees. Employees also feel that the time management training program provides changes to better organize work and provide flexibility in carrying out other tasks. In addition, the compensation program provided gets a good response by employees, so that employees feel that they get support to motivate the quality of their performance.

Evaluasi Kepuasan Karyawan Moonails

Mohon berikan tanggapan Anda terhadap pernyataan-pernyataan di bawah ini dengan memberikan skor sesuai dengan pengalaman dan persepsi Anda

Saya senang dengan pekerjaan yang menarik dan menantang

Sangat Tidak Setuju

Tidak Setuju

Netral

Setuju

Sangat Setuju

Picture. 12 Employee Satisfaction Evaluation form

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the internship activities at Moonails, it can be concluded that the author's program implemented at the company received a very positive response from the company owner and employees. The program that has been implemented has succeeded in solving the problems faced by the company, namely the low time management system. This was successfully resolved by implementing a good time management system such as providing training to employees in the form of using digital media Google Forms as a tool for customer reservations and Google spreadsheet as a tool for organizing customer schedules. In addition, training in making QRIS makes it easier for companies to manage and monitor finances.

The company's productivity in carrying out its vision is also determined by employee performance. Employee performance in the company is an important aspect of increasing company growth. Therefore, other innovations that have been made by the author to employees are in the form of soft skills training, revision and development of SOP (Standard Operational Procedure), compensation programs, and employee satisfaction evaluations. These innovations have proven successful in improving the quality of employee performance and company productivity. Motivation and training are given directly to employees so that they can hone their skills with the latest innovations and keep up with the times. In addition, the implementation of employee compensation has proven to be able to make employees more enthusiastic in finding customers to achieve the targets set by the company. The SOP (Standard Operational Procedure) development program and employee satisfaction evaluation give them a high sense of responsibility to develop and grow with the company.

Based on the results of the internship program, there are several suggestions from the author that are proposed to maintain the quality and productivity of employees, namely:

- a. The company can provide regular training to employees so that abilities and skills can continue to develop according to company needs.

The company can continue to improve employee compensation programs based on employee quality.

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