

ABSTRAK

Dengan menjunjung tinggi profesionalisme dan kepercayaan masyarakat, PT Indah Maju Jaya, Tbk (IMJ) hadir di tengah-tengah masyarakat Indonesia sejak 10 Oktober 1955. Target rekrutmen IMJ akan mengalami peningkatan di setiap tahunnya. Dengan adanya peningkatan target ini, maka strategi rekrutmen dan seleksi dalam mencari calon kandidat pun harus disesuaikan mengingat calon tenaga kerja yang menjadi target rekrut merupakan bagian dari generasi Z. Hal ini disesuaikan dengan pemenuhan kebutuhan yang mayoritas dari rekrutmen eksternal yang merupakan fresh graduate dengan rentang umur 20 sampai dengan 22 tahun.

Profil Gen Z dan AO & RO IMJ dapat dikategorikan menjadi 3 bagian, nilai-nilai perusahaan, hard competency, dan soft competency. Nilai-nilai terdiri dari inovasi, customer oriented, integrity, dan teamwork. Hard competency terdiri dari credit competency, product knowledge, technology savvy, dan growing business competency. Soft competency terdiri dari adaptability, achievement orientation, relation building, self control, dan information seeking. Selain ketiga kategori tersebut, profil Gen Z dan AO & RO juga dapat dideskripsikan bahwa mereka mandiri, menyukai kebebasan dan keterbukaan, melakukan kegiatan yang disenangi, dan butuh pendampingan/mentor dalam bekerja.

Rancangan strategi rekrutmen dan seleksi dirumuskan berdasarkan strategi primary features dan secondary features. Pendekatan strategi primary features strategi rekrutmen dan seleksi memberikan kontribusi yang tinggi terhadap pencapaian organisasi baik untuk strategi jangka pendek atau jangka panjang perusahaan. Dalam pendekatan secondary features, mengeluarkan dana investasi yang cukup besar (front-loaded investment model) dianggap lebih baik. Dengan dana yang dikeluarkan yang cukup banyak maka haruslah alat pengujian dilakukan dengan sangat teliti dan cangguh (rigorous evaluation). Dengan alat pengujian yang teliti tentunya dibutuhkan waktu yang lama dalam hal perekrutan (sophisticated evaluation). Dalam pendekatan secondary features, kunci utama dalam rekrutmen dan seleksi terdapat pada pihak-pihak pemangku kepentingan (multi-stakeholder investment).

Kata Kunci : Rekrutmen dan Seleksi, Primary Features, Secondary Features.

ABSTRACT

By upholding professionalism and public trust, PT Indah Maju Jaya, Tbk (IMJ) has been present among the Indonesian people since October 10, 1955. IMJ's recruitment target will increase every year. With this increase in targets, the recruitment and selection strategy in searching for prospective candidates must also be adjusted considering the prospective workforce recruiting targets are part of generation Z. This is adjusted to meeting the needs of the majority of external recruitment who are fresh graduates with an age range 20 to 22 years.

The profile of Gen Z and AO & RO can be categorized into three parts, company values, hard competencies, and soft competencies. Values consist of innovation, customer oriented, integrity, and teamwork. Hard competency consists of credit competency, product knowledge, technology savvy, and growing business competency. Soft competency consists of adaptability, achievement orientation, relation building, self control, and information seeking. In addition to the three categories, the Gen Z and AO & RO profiles can also be described that they are independent, like freedom and openness, carry out activities they like, and need mentoring / mentoring in their work.

The recruitment and selection strategy is formulated based on the strategy of primary features and secondary features. The strategy approach of the primary features of the recruitment and selection strategy provides a high contribution to the achievement of the organization both for the short-term or long-term corporate strategy. In the secondary features approach, spending a fairly large investment fund (front-loaded investment model) is considered better. With a significant amount of funds spent, the testing tool must be carried out very thoroughly and sophisticated (rigorous evaluation). With a careful testing tool, of course it takes a long time in terms of recruitment (sophisticated evaluation). In the secondary features approach, the main key in recruitment and selection lies with the stakeholders (multi-stakeholder investment).

Keywords : Recruitment and Selection, Primary Features, Secondary Features.