



Implementation of Human Capital Management in the Sharia Economist Training (SET) Universitas Sumatera Utara

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ABSTRACT

This research aims to evaluate and describe the implementation of human capital management through the Sharia Economist Training (SET) event to create human capital management in organizations so that they have high motivation in organizational activities. The focus of the research is on human capital management in the form of Individual Capability, Individual Motivation, Leadership, Organizational Climate and Workgroup Effectiveness. This research is research that uses a qualitative paradigm with descriptive qualitative methods. Data was collected through interviews and participant observations carried out by researchers when holding the SET event. Data was analyzed using SWOT analysis to determine the implementation of human capital management at an event. The research results show that the implementation of human capital management in the SET event can improve skills and performance for growth and development in organizations. USU's SET event has fulfilled several components of human capital management. There are also shortcomings in the publication and documentation division and the Daily Management Body (BPH) division which will later be re-evaluated for the next event. It can be concluded that implementing human capital management in an event is very important for the success and smooth running of the event.

Keywords: Implementation, Human capital management, USU SET

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengevaluasi dan mendeskripsikan implementasi pengelolaan human capital melalui acara Sharia Economist Training (SET) untuk menciptakan pengelolaan human capital dalam organisasi agar memiliki motivasi yang tinggi dalam aktivitas organisasi. Fokus penelitian pada pengelolaan sumber daya manusia berupa Kapabilitas Individu, Motivasi Individu, Kepemimpinan, Iklim Organisasi dan Efektivitas Kelompok Kerja. Penelitian ini merupakan penelitian yang menggunakan paradigma kualitatif dengan metode deskriptif kualitatif. Pengumpulan data dilakukan melalui wawancara dan observasi partisipan yang dilakukan peneliti pada saat mengadakan acara SET. Data dianalisis menggunakan analisis SWOT untuk mengetahui penerapan manajemen human capital pada suatu event. Hasil penelitian menunjukkan bahwa penerapan manajemen sumber daya manusia dalam acara SET dapat meningkatkan keterampilan, kinerja untuk pertumbuhan dan perkembangan organisasi. Ajang SET USU telah memenuhi beberapa komponen pengelolaan sumber daya manusia. Serta terdapat kekurangan pada bagian publikasi dan dokumentasi serta bagian Badan Pengurus Harian (BPH) yang nantinya akan dievaluasi kembali untuk acara selanjutnya. Dapat disimpulkan bahwa penerapan manajemen sumber daya manusia dalam sebuah acara sangatlah penting demi keberhasilan dan kelancaran acara tersebut.

Kata kunci: Implementasi, pengelolaan Sumber Daya Manusia, USU SET



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1. Introduction

Sharia Economist Training (SET) is a cadre formation process from KSEI Fossei USU (Kelompok Studi Ekonomi Islam Forum Studi Ekonomi Islam Universitas Sumatera Utara) for new cadres as a place to know and understand Islamic economics in depth. Cadres are members of an organization who will play an important role in the future in the field of government, associations or community parties. Cadres are a group of people who have high fighting power, cadres are members who are given training to become selected

people within the organization or leadership [1][2]. SET aims to give cadres a new understanding of Islamic economics and as a discussion space for young economists, especially Rabbani economists to preach Islamic economics.

The development of an era that increasingly emphasizes technology means that humans must increasingly develop their potential. Human resource management is a solution for creating quality human resources that can compete with technology. Resource management is a form of management carried out in organizations as an effort to develop and improve the quality of organizational members so that they can carry out their functions and responsibilities professionally. Human resource management is increasingly developing into important capital or assets in organizations or companies, this development is often known as Human Capital or Human Resources [3][4].

Human resources are an important asset in this millennial era, HR is the largest asset and capital in an organization which plays a role in supporting the running of organizational activities. Human resource management is HR planning that is carried out programmatically, strategically, systematically and comprehensively to provide the workforce, quantity and quality as needed [5][6]. The quality of human resource management is an important aspect of the success of events carried out by the organization.

Seeing this phenomenon, researchers feel that resource management or human capital management is an important topic in the success of an organization or company. The success of an event held by an organization requires the application of human capital management in the event. Researchers want to see what components have been implemented in the SET. The novelty in this research is the use of methods carried out by researchers because they directly observe and participate to find out the components that have been implemented by SET in running their events.

The novelty in this research is using the SWOT method in evaluating the work results of the USU SET committee in implementing human capital management in the event system implemented. This research is theoretically and practically useful. Theoretically, this research is useful for providing input to organizations regarding the importance of increasing human capital to create an organization that continues to play a good role and achieve its goals. Practically, this research contributes to evaluating the programs/events carried out by SET USU and the importance of human capital management in implementing events to create cadres who have human capital components for the future of the organization.

2. Method

This research uses a qualitative paradigm with primary data. The method used is descriptive qualitative. The data collection method was carried out using a participant observation approach. The data in this research are the results of interviews and participant observations carried out by researchers when holding the SET event [7]. The research location is in the Agricultural Education and Training Center Building (BLPP PemprovSU) Medan City, North Sumatra. Data was analyzed using descriptive analysis to explain the results of observations and SWOT analysis to determine the implementation of human capital management at an event.

3. Result and Discussion

The SET event is held every year by old cadres. This is done to make new cadres understand the objectives of SET and be able to carry out their next responsibilities, namely Islamic Economics Training (DEI). As a big event today, SET is still consistently carrying out its role in shaping the personality and knowledge of its new cadres. To carry out this event, they need to be systematic in their events. The success of the SET event uses human capital management as a strategy for event success. Human Capital Management in the SET is used to improve the skills and expertise of new cadres so that in the future these new cadres will have a positive influence on the development of USU's KSEI FoSSEI. Skills and expertise are not just a general measure of success in SET. According to Sharma, several things concern general capital management, namely character, attitude, health and self-motivation [8][9].

Human capital management has several components that can be used as standards for the success of SET events. According to Mayo, human capital management has 5 components that create the value of an organization, including individual ability, individual motivation, leadership, organizational atmosphere and work group effectiveness [10].

The SET committee prepared the event by dividing divisions. Each division has its responsibilities which

will later be evaluated at the end of the event. Based on the results of the researcher's observations, the divisions at the SET event were divided into 6 sections, namely as follows:

1. Daily Management Body Division

The Daily Management Body Division is responsible for coordinating all activities in the SET. The Daily Management Body itself has the role of controlling other divisions and members to carry out SET activities per division. The Daily Management Body itself consists of the Management of Training (MoT), the general chairman and deputy general chairman of the SET event, the general secretary of the event, and the general treasurer of the event.

2. Events Division

The events division organizes the entire series of SET events from designing the event concept until the event is carried out. The concept design in this SET event includes; The creation of names of foster brothers for members was carried out to inform the technical events of the young brothers and sisters, and the technical meeting was held the night before the SET day. This technical meeting is held to inform event technicians, mutabaah, dress code and event rules when it takes place.

3. Publication and Documentation Division

The publication and documentation division is responsible for creating the media publication concept for the SET event, posters, snapgram frames and videos when the SET event takes place. This publication and documentation division produces documentation of activities in the form of videos and photos to capture the moment when the event takes place. Later these videos and photos will be published on the KSEI FoSSEI USU Instagram page.

4. Equipment, Places and Transportation Division

The equipment, premises and transportation division is responsible for finding the equipment and transportation needed when the SET event takes place. This division also searches for and ensures that the venue for the event being held meets the criteria for the event schedule that has been made.

5. Funds Division

The funding division is responsible for developing funding strategies to meet the needs of the SET event. This division coordinates with the treasurer to clarify funds that will become income and expenditure. The income for this funding sector is taken from proposals, committee contributions, business funds and paid promotions.

6. Consumption Division

The consumption division is responsible for managing and providing food for the committee and participants on the day of the SET event. For consumption at the SET event, in the form of snacks, lunch and drinks.

The author analyzes the data using SWOT analysis to determine the implementation of human capital management in the SET event.

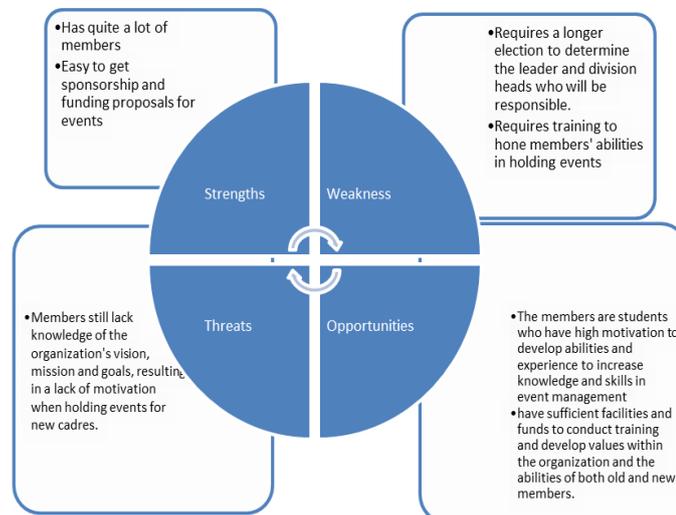


Figure 1. SWOT analysis of Human capital management in the SET event

Based on the results of researchers' observations and interviews, several components of human capital management in USU's SET event have been fulfilled, such as abilities, organizational values, and teamwork. The abilities of some members are quite good but are still lacking in several divisions such as publications and documentation and the Daily Management Body division. The weakness lies in the ability or skills of the publication and documentation division in promoting events which is still very lacking because the ability to make posters is less attractive. The weakness in the Daily Management Body division is that the leadership attitude is less firm in making decisions, the leader or chairman plays a very important role in events, leadership greatly influences the success of the organization, the progress of the organization is often determined by the behaviour of the organization's leaders. Leadership is a process by which a person influences members to agree and understand the plans to be carried out and he is tasked with facilitating members to achieve common goals [11][12].

A good leader must have integrity, be able to communicate well and be competent to be liked by his members. Leadership is an influential factor and plays an important role in the organization. The application of servant leadership in an agency will influence the performance motivation of its members. to increase [13]. Therefore, training to improve leadership attitudes in SET administrators needs to be carried out.

However, despite these shortcomings, SET has been quite successful in carrying out event management because the majority of the divisions at this event already have human capital management components, namely the events division, funds division, consumption division and equipment division, where transportation [14]. Special events require good management to achieve the expected goals and good implementation [15]. The events division has the ability and skills to carry out its duties, namely creating events that are interesting but still meet the objectives. The events division is also able to instil organizational values in new cadres at the SET event. The fund's division, consumption division and equipment, venue and transportation division have good teamwork and high motivation in preparing and supervising events. Teamwork is one of the factors of organizational success. Teamwork is achieved when all members focus on the goals they want to achieve [16][17]

From the research results, researchers found that it is very important to implement human capital management in an event for the success and smooth running of the event. The successful development of an organization is influenced by the professionalism, competence and good understanding of its human resources [18][19]. Human capital management needs to be implemented by the event committee or old members or new cadres of the organization so that the events held by the organization continue to be sustainable and develop for the progress of the organization. An organization will not run well if it does not have an active role in human resources even though it has sophisticated facilities and infrastructure. This proves that human resources must continue to be developed as an important component of the organization [13][20][21]. The event held by SET also aims to create human capital management, especially the value component in the organization so that they have high motivation in organizational activities.

4. Conclusion

The Sharia Economist Training (SET) event with its relationship with human capital management is related to the formation of quality and professional human resources. The author attempts to conduct a brief review using the SWOT analysis system of this relationship. The use and formation of quality and professional human resources are very important to the success of the SET event.

With several advantages and disadvantages in this event, it is hoped that it can be used as input for the SET event committee in the future to improve the quality of human resources within USU's KSEI FoSSEI. The application of human capital management in SET certainly needs to be analyzed well. So that in the future, higher quality human resources can be formed and developed into capital or important assets in this organization.

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