

ANALISIS TEKNIK REKRUTMEN KARYAWAN PADA UMKM HOME INDUSTRY KERUPUK SINGKONG H & R DI KOTA BATU

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan proses rekrutmen karyawan yang efektif pada UMKM Home Industry Kerupuk singkong H&R di Kota Batu dan untuk menguraikan faktor penghambat dan pendukung rekrutmen karyawan pada UMKM Home Industry Kerupuk singkong H&R di Kota Batu. Metode yang digunakan adalah kualitatif sehingga penulis ingin menjelaskan secara rinci berdasarkan hasil observasi yang di sampaikan di tempat atau lokasi penelitian teknik pengumpulan informasi yang digunakan bersifat deskriptif kualitatif. Hasil observasi membuktikan bahwa dengan perkembangan zaman dan ilmu teknologi yang sangat maju maka perekrutan karyawan pada UMKM home industry kerupuk H&R merekrut karyawan secara online dan offline. Kesimpulan penelitian ini perlu memperhatikan efektivitas rekrutmen dan cara mengatasi setiap hambatan yang terjadi pada saat proses rekrutmen karyawan berlangsung.

Kata Kunci : UMKM, Rekrutmen Karyawan



ANALYSIS OF EMPLOYEE RECRUITMENT ENGINEERING IN MSME HOME INDUSTRY CASSAVA CRACKERS H & R IN BATU CITY

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ABSTRACT

This study aims to describe an effective employee recruitment process at the H&R Cassava Cracker Home Industry MSME in Batu City and to describe the inhibiting and supporting factors for employee recruitment at the H&R Cassava Cracker Home Industry MSME in Batu City. The method used is qualitative so that the author wants to explain in detail based on the results of observations conveyed at the place or research location. The information collection technique used is descriptive qualitative. The results of the observations prove that with the development of the times and very advanced science and technology, the recruitment of employees at the MSME home industry of H&R crackers recruits employees online and offline. The conclusion of this study is that it is necessary to pay attention to the effectiveness of recruitment and how to overcome any obstacles that occur during the employee recruitment process.

Keywords: MSME, Employee Recruitment

