ANALISIS PROSES REKRUTMEN DAN SELEKSI KARYAWAN PADA PT CITA INTRANS SELARAS MERJOSARI KOTA MALANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis proses rekrutmen dan seleksi karyawan serta mengidentifikasi faktor penghambat dan faktor pendukung dalam pelaksanaan rekrutmen dan seleksi karyawan pada PT Cita Intrans Selaras Merjosari Kota Malang. Perusahaan ini bergerak di bidang penerbitan dan distribusi buku yang membutuhkan sumber daya manusia yang kompeten untuk mendukung kegiatan operasional perusahaan. Permasalahan yang ditemukan antara lain ketidaksesuaian kompetensi karyawan dengan kebutuhan pekerjaan serta masih adanya kendala dalam proses rekrutmen dan seleksi.Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri dari manajer, HRD, dan karyawan. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa proses rekrutmen karyawan dilakukan melalui dua sumber, yaitu rekrutmen internal dan eksternal. Rekrutmen eksternal dilakukan dengan memanfaatkan media sosial seperti Instagram dan WhatsApp sebagai sarana penyebaran informasi lowongan kerja. Proses seleksi dilakukan melalui tahapan seleksi administrasi dan wawancara untuk menilai kesesuaian kemampuan calon karyawan dengan kebutuhan perusahaan.Faktor penghambat dalam proses rekrutmen dan seleksi meliputi kurangnya kesiapan administrasi pelamar, ketidaksesuaian ekspektasi kerja, serta kendala jarak dan kehadiran pelamar dalam proses seleksi. Sementara itu, faktor pendukung meliputi komunikasi yang baik antara manajemen dan HRD, profesionalisme HRD, serta pemanfaatan teknologi digital dalam proses rekrutmen.

Kata kunci: rekrutmen, seleksi karyawan, sumber daya manusia, faktor penghambat, faktor pendukung.

ANALYSIS OF THE EMPLOYEE RECRUITMENT AND SELECTION PROCESS AT PT CITA INTRANS SELARAS MERJOSARI, MALANG CITY

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ABSTRACT

This study aims to analyze the recruitment and selection process of employees and to identify the inhibiting and supporting factors in the implementation of recruitment and selection at PT Cita Intrans Selaras Merjosari, Malang City. The company operates in the publishing and book distribution sector which requires competent human resources to support its operational activities. Several problems were identified, including the mismatch between employee competencies and job requirements as well as obstacles in the recruitment and selection process.This research uses a qualitative approach with a descriptive research type. Data collection techniques were carried out through interviews, observations, and documentation involving informants consisting of managers, HRD staff, and employees. Data analysis was conducted through the stages of data reduction, data presentation, and conclusion drawing.The results of the study show that the employee recruitment process is carried out through two sources, namely internal recruitment and external recruitment. External recruitment is conducted through social media platforms such as Instagram and WhatsApp to disseminate job vacancy information. The selection process is conducted through administrative screening and interviews to assess the suitability of applicants' abilities with the company's needs.The inhibiting factors in the recruitment and selection process include incomplete administrative documents, mismatched job expectations, and attendance constraints of applicants during the selection stages. Meanwhile, supporting factors include effective communication between management and HRD, HRD professionalism, and the utilization of digital technology in the recruitment process.

Keywords: recruitment, employee selection, human resources, inhibiting factors, supporting factors.