

ANALYSIS OF IMPLEMENTATION OF LOCAL LABOR RECRUITMENT IN JOUMPA UNIT AS A FORM OF SOCIAL RESPONSIBILITY OF PT GAPURA ANGKASA BRANCH DENPASAR

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Abstract

JOUMPA has the meaning "Your Journey Companion" which if translated into Indonesian means "Your Travel Companion", which is expected to be able to provide excellent service and convenience for airplane passengers while at the airport, through various services from pre-journey, pre-flight, post-flight to post journey. JOUMPA (Your Journey Company) is a service owned by PT. Gapura Angkasa has responsibilities as an air transportation operational support company and as the largest Ground Handling company in Indonesia. A VIP service that provides convenient services for airplane passengers at the airport through a variety of services provided. In providing good service, qualified human resources are needed to support the process of providing services. The author is interested in finding out how to implement the recruitment of workers in this joupma, whether to use local workers so that this company is also responsible for its social environment.

Keywords: Joupma, HR, Local Labor, Social Responsibility.

INTRODUCTION

Management of Human Resources is important in achieving goals. Generally, company leaders expect good performance from employees in completing tasks that have been assigned by the company. The company realizes that Human Resources are the basic capital in developing the company and even nationally, therefore the quality of Human Resources must always be developed and directed so that the goals set by the company can be achieved.

Recruitment is the process of attracting interest and gathering prospective office holders according to HR plans to occupy a certain position (Soetjipto, 2008: 144). Recruitment is a process of attracting other people at a certain time with the appropriate qualifications to apply for a job at the company (Muspawi, 2018). JOUMPA (Journey Companion) is an additional business product from PT. Gapura Angkasa is engaged in Airport Assistance services by prioritizing service excellence which is an airline passenger service activity. This service is for passengers on arrival or departure. This service aims to avoid long queues to process travel documents and provide easy access to speed up getting to the destination. (Nainggolan & Awan, 2022). Corporate Social Responsibility is often considered the core of business ethics, which means that companies not only have economic and legal obligations (meaning

to shareholders or shareholders) but also obligations to other interested parties (stakeholders) whose scope extends beyond economic and legal obligations (Kusumadilaga, 2010). Corporate social responsibility involves partnership responsibility between the government, community resource organizations, and local communities. The more forms of accountability that companies take towards their environment, the company's image also increases (Putri & H, 2016).

IMPLEMENTATION METHOD

The type of research used in this study is a qualitative approach, namely the artistic method, because the research process is more artistic (less patterned), and is referred to as an interpretive method because the research data is more concerned with the interpretation of data found in the field. This type of research uses a descriptive research type. Data collection techniques were carried out in a triangulation (combined) manner, data analysis was inductive/qualitative, and the results of qualitative research emphasized meaning rather than generalization.

RESULTS AND DISCUSSION

Recruitment is a series of activities to find and attract job applicants with high motivation, ability, expertise, and knowledge needed to cover the deficiencies that exist in staffing planning (Sulistiyani, 2002). Furthermore, selection is the process of selecting a group of applicants or people who meet the criteria to occupy available positions based on existing conditions in the company. In principle, recruitment is the process of seeking, finding, and attracting suitable applicants to become employees in and by an agency. According to Siagian (2003), the function of holding recruitment is to get as many supplies of potential applicants as possible so that the organization will have a greater opportunity to make choices for prospective employees who are considered by the organization's qualifications standards. In implementing the Recruitment for Joumpa, PT. Gapura Angkasa in this case will open vacancies to the public to handle passengers at Ngurah Rai International Airport. In the process, the applicants will send their cv, family card, KTP, PAS photo 3x4, and the last education certificate, then after all these requirements to PT. Kidora Mandiri Investama, after that the prospective applicants will be contacted to interview at the IS (Internal Service) office.

From the author's monitoring, the prospective applicants have different domiciles, but the majority are local people near the company. In addition, from the author's observations when sending documents to the airport and meeting with Joumpa officers in the field, on average they live in local areas close to the airport. So that in this case the recruitment is carried out to increase human resources or joumpa officers at PT. Gapura Angkasa has fulfilled its social responsibility by using local workers to improve service and quality from Joumpa itself.

However, there are obstacles in the recruitment process that is carried out at the IS office, namely the accumulation of applicants in front of the IS office while waiting for their turn to be interviewed, because the interviews are conducted 1 by 1 according to the serial

number of the applicants. So that this can disrupt the mobility and activities of employees working in the IS office. Efforts that can be made to overcome obstacles in the recruitment process according to the author is to add facilities such as waiting rooms for applicants so that the recruitment process runs conducive and there is no accumulation of applicants. In addition, a more detailed schedule related to the implementation of the interview can be made so that applicants arrive at the appointed time determined.

CONCLUSION

The services provided by JOUMPA at Ngurah Rai International Airport are currently very good. In carrying out their duties and responsibilities, JOUMPA officers have carried out their duties and responsibilities properly, and are by the SOP as a reference in carrying out the work process. By using the local workforce to support in providing services to passengers and provide satisfaction to passengers at the airport in using Joumpa. In addition, by using the local workforce, PT. Garuda Indonesia is also directly responsible for the social environment by providing opportunities to join together to achieve the goals of the company.

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