



Implementation Of Human Resources Strategy At PT PosTanjungpinang

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Abstract. *The Post Office has become an integral part of the communication and distribution system of correspondence in many countries around the world. However, with the rapid development of digital technology, the Post Office is facing new challenges to adapt to this change. This study aims to describe the role and transformation of the Post Office in facing the digital era.*

Keywords: *Postal Office, Postal Service, Role of Postal Office.*

Abstrak. Kantor Pos telah menjadi bagian integral dari sistem komunikasi dan distribusi surat-menyerut di banyak negara di seluruh dunia. Namun, dengan pesatnya perkembangan teknologi digital, Kantor Pos menghadapi tantangan baru untuk beradaptasi dengan perubahan ini. Penelitian ini bertujuan untuk menggambarkan peran dan transformasi Kantor Pos dalam menghadapi era digital.

Kata kunci: Kantor Pos, Layanan Pos, Peran Kantor Pos.

INTRODUCTION

Human Resources or abbreviated HR has a very important role in the company to carry out its business activities. Hasibuan (2016), he argues that Human Resources has the meaning of integrated expertise that comes from everyone's thinking and physical abilities. Human resources are the most important asset for a company.

Optimizing the utilization of resources in an effort to achieve the vision and mission absolutely depends on the presence of competent human resources. For this reason, the role of human resource management in a company is very crucial. Human resource management is very important and is the focus of many organizations in achieving certain goals. The success or failure of an organization in achieving its goals depends on the success of the individual employees of the company itself in carrying out their duties and responsibilities. In an organization, every individual always tries to achieve common goals by utilizing all available

resources.

The development of the delivery service business in Indonesia is increasingly prominent in terms of complexity, competition, change, and uncertainty. This situation gave rise to sharp competition between companies, both because of the increasing number of competitors, the increasing volume of products, and the rapid increase in technological developments. This forces companies to pay more attention to the environment that can affect their company. In facing this wave, the company is required to fight in every way and utilize all its resources in order to survive, because if the company does not struggle and maximize all the resources it has then the company can be destroyed.

Therefore the company must be able to follow these developments by knowing what kind of strategy and how it should be implemented within the company. In the context of HR strategy, companies must be able to shape the quality of their employees. When the assets of a company are able to give a positive impression on consumers, it cannot be denied that the company will be the first choice for them in sending goods. Therefore companies must form good strategies to create quality human resources. The human resource strategy is planning for the quality of human resources so that they can develop in a better direction. This means that having a human resource strategy will help someone to be qualified and competitive for a company.

There are many strategies that companies can implement, namely: holding training programs for employees, transferring between departments or between branch offices, recruiting employees according to specifications, giving rewards to employees, and others. In this case the researcher took PT. Tanjungpinang Post as a research object in the task of HR strategy. PT. Post is one of the companies engaged in postal services, such as sending letters. However, with the development of technology, people no longer use Post as an intermediary in sending letters. Therefore PT. Pos carried out various strategies to survive until now. One of them is opening a goods delivery service to all regions. Not only that, PT. The post also provides other services such as payment for PLN, PDAM, stamp sales, cable TV, taxes, BPJS, pulses and internet packages and others. PT. The Tanjungpinang Post carries out an HR strategy by conducting training and transferring between sections where it will make its employees master the existing sections. If there is an employee who is sick in a section, it will be quickly replaced with another. So, the service will continue to run effectively and efficiently.

LITERATURE REVIEW

1. Mangkunegara.

In Mangkunegara's opinion, human resources (HR) is planning, organizing, coordinating, implementing and supervising procurement, development, remuneration, integration, maintenance and separation of workforce in order to achieve organizational goals.

2. Sofyandi.

In the opinion of Sofyandi, as a strategy in implementing management functions, namely planning, organizing, leading and controlling, in every activity or operational function of human resources starting from the process of withdrawal, selection, training and development, placement which includes promotion, demotion and transfers, performance appraisal, compensation, industrial relations, to termination of employment, which are aimed at increasing the productive contribution of the organization's human resources towards achieving organizational goals more effectively and efficiently.

3. Sonny Sumarsono (2003, H 4).

According to the opinion of Sonny Sumarsono, human resources (HR) is a service or work effort that can be provided in the production process. In other respects, HR describes the quality of the effort made by a person in a certain time to produce goods and services. The second understanding, HR is related to humans who can work to provide services or work effort. Being able to work can be interpreted as being able to carry out all activities that have economic activities.

4. Mathis and Jackson.

According to Mathis and Jackson, human resources (HR) is a design of formal systems within an organization to ensure the effective and efficient use of talent and human potential in order to achieve organizational goals.

5. Mutiara S Panggabean.

According to Mutiara S Panggabean, human resources (HR) is a process consisting of management, planning, leadership and control of activities related to job analysis, procurement, job evaluation, development, promotion, compensation and termination of employment in order to obtain the goals set. determined.

6. William R Tracey.

In "The Human Resources Glossary," from The Balance Careers, William R Tracey defines Human Resources as: The people who staff and operate an organization or

company.

7. Moses N Kiggundu.

According to Moses N Kiggundu, human resources (HR) is the development and utilization of employees in order to achieve effective individual, organizational, community, national and international goals and objectives.

8. Hasibuan (2002:10).

According to Hasibuan's opinion, human resources (HR) is the science and art of managing relationships and the role of the workforce so that it effectively and efficiently helps the realization of company, employee and community goals.

9. Bohlander and Snell.

In the opinion of Bohlander and Snell, human resources (HR) is a science that studies how to empower employees in companies, create jobs, work groups, develop employees who have abilities, identify an approach to be able to develop employee performance and reward them for business and work.

10. MTE Hariandja (2002, H 2).

MTE Hariandja explained that Human Resources are one of the most important factors in a company in terms of other factors besides capital. Therefore HR is needed to be managed properly so that the effectiveness and efficiency of the organization is getting better.

METHODS

This research was conducted on February 24, 2023. The method used in this research is to use a qualitative research method, in which a qualitative approach utilizes data in the form of narratives, expressions, detailed stories and original language from the construction results of respondents and informants. The data obtained were obtained by using data collection techniques by means of in-depth interviews.

RESULT AND DISCUSSION

Pos Indonesia is an Indonesian state-owned enterprise (BUMN) engaged in postal services. Currently, the Pos Indonesia business entity is a limited liability company and is often referred to as PT. Indonesian post. Founded in 1746, Pos Indonesia shares are wholly

owned by the Government of Indonesia. Currently, Pos Indonesia not only serves postal and courier services, but also financial services, which is supported by a network of \pm 4,000 post offices and 28,000 postal agents spread throughout Indonesia.

1. Post Office History:

The Post Office in Indonesia has a long history. Initially, the postal service in Indonesia was established during the colonial period by the Dutch government in 1746. However, it was not until 1906 that the name "Post Office" was first used officially. Over the years, the Post Office has experienced developments and transformations in terms of technology and services provided.

2. Role of Post Office:

The Post Office has an important role in serving the needs of the community in terms of sending letters, packages and financial services. In addition, the Post Office also plays a role as an important distribution network in Indonesia, especially in rural areas that are difficult to reach by private delivery services.

3. Services provided by Post Office:

The Post Office provides a variety of services, including:

Mail Delivery: The Post Office provides domestic and international mail delivery.

Parcel Delivery: The Post Office provides domestic and international parcel delivery services with various options, such as express, regular, and economy delivery.

Logistics Services: The Post Office provides logistics services for businesses, including bulk shipping, warehousing, and distribution.

Financial Services: The Post Office also provides financial services, such as money transfers, bill payments, insurance sales and more.

4. Technological Transformation:

The Post Office continues to adapt to technological developments to improve services. They have adopted the latest information systems and technologies, such as smartphone applications to track shipments, electronic payment systems and online customer service.

5. Challenges and Opportunities:

The Post Office faces several challenges, such as competition from private delivery services and changes in consumer behavior that switch to digital communications. However, the Post Office also has opportunities in developing logistics services, partnering with e-commerce businesses, and leveraging its extensive network to reach

remote areas.

Discussions about the Post Office may involve more aspects such as business strategy, influence of the latest technology, role in the economy, or efforts to modernize and transform them. This information can be obtained from current news sources, financial reports, official publications of Pos Indonesia, and case studies that are relevant to the desired context.

Type of Research This type of research uses primary data. Primary data is a source of data obtained directly from the original source (not through intermediary media). Primary data can be in the form of subject (person) opinions individually or in groups, results of observations of an object (physical), events or activities, and test results. In this case the researcher directly interviewed the HR manager at PT. Tanjungpinang Post.

B. Research Object The object of this research is PT. Tanjungpinang Post which is on Jl. Brigadier General Katamso No. 47 Tanjungpinang Timur, Bukit Bestari District, Tanjungpinang City, Riau Archipelago Province 29100.

C. Data Collection Techniques In this study, we used data collection techniques, namely interviews conducted at PT. Tanjungpinang Post. Here we interviewed Mrs. Hespriani Octora as HR manager at PT. Tanjungpinang Post. Then the researcher used data collection techniques, namely library research. Literature study aims to obtain the theoretical basis and definitions used in the case analysis. These theories are obtained from literature, scientific magazines and other writings that have a lot to do with the problem to be studied. The analytical method used in this study is descriptive analysis, in which data is collected, compiled, interpreted, and analyzed so as to provide a complete description of the problems encountered with respect to human resource development in improving employee performance at PT. Tanjungpinang Post.

Brief History of PT. Indonesian post

History records the existence of Pos Indonesia for so long, the first Post Office was established in Batavia (now Jakarta) by Governor General G.W Baron van Imhoff on August 26 1746 with the aim of ensuring the security of resident papers, especially for those who trade from offices outside Java and for those who come from and go to the Netherlands. Since then the postal service has been born to develop the role and function of service to the public.

The First Post Office History records the existence of Pos Indonesia for so long, the first Post Office was established in Batavia (now Jakarta) by Governor General G.W Baron van Imhoff on August 26 1746 with the aim of further guaranteeing the security of resident papers, especially for those who trade from the office -offices outside Java and for those who

come from 13 and go to the Netherlands. Since then the postal service has been born to assume the role and function of service to the public. • 1875 - POSTEN TELEGRAFDIENST In this year the postal service was merged with the telegraph service with the status of a service under the name POSTEN TELEGRAFDIENST. • 1877 - Union Postale Universelle Since the colonial administration, the postal service of the Dutch government has been involved in sending letters and goods internationally, so that it is registered as a member of the Union Postale Universelle (UPU). • 1945 - POSTEL Service Day At the time of the Japanese occupation of Indonesia, the PTT department was controlled by the Japanese military, 27 September 1945 the PTT Young Forces took over PTT control and officially changed to the PTT Bureau of the Republic of Indonesia. This event is commemorated as PTT service day or POSTEL service day. • 1965 - PN Pos and Giro Observing the times where the postal and telecommunications sector developed very rapidly, in 1965 it changed to the State Company and Giro (PN Pos and Giro). • 1978 - Post and Giro General Company And in 1978 it changed to Post and Giro General Company which has since been confirmed as a single business entity in managing postal and giropos services both for domestic and foreign relations. • 1995 - PT Pos Indonesia (Persero) For 17 years, the status of a Public Company. On June 20, 1995 it changed to a Limited Liability Company under the name PT Pos Indonesia (Persero). 1. Vision, Mission and Objectives of PT. Tanjungpinang Post Vision: "Become a Postal Logistics Giant From the East" Mission: • Become a useful asset for the nation and state • Being a fun place to work • Be the best choice for customers • Always strive to provide better services for the nation, state, customers, employees, communities and shareholders.

1. Vision, Mission and Objectives of PT. Tanjungpinang

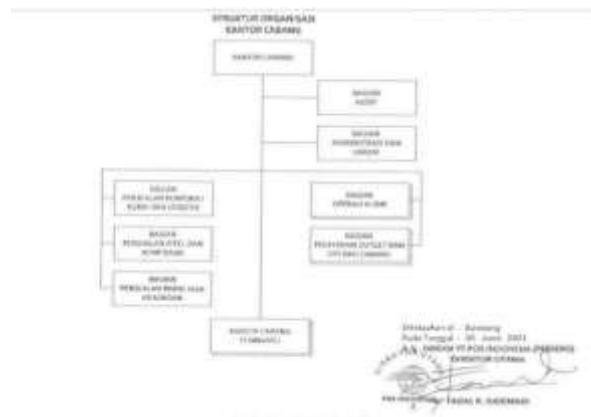
Post Vision: "Become a Postal Logistics Giant From the East"

Mission:

- Become a useful asset for the nation and state
- Being a fun place to work
- Be the best choice for customers
- Always strive to provide better services for the nation, state, customers, employees, communities and shareholders.

Goal: "Build a more competitive and prosperous nation"

2. Organizational Structure of PT. Tanjungpinang Pos



1) Post Office Branch

The branch post office is led by the branch post office head, who is responsible to the post office head. The main duties of the head of the branch post office are to carry out transaction services for letters, packages, financial and agency services, current accounts and wire funds, pension payments, postal closing processes and postal delivery as well as other supporting and administrative activities as business infrastructure and operations of the post office to achieve Revenue and organizational quality.

2) Audit Section

The main task of the audit manager is to carry out routine and periodic checks on the implementation of work in each section at the post office 17 within the scope of his responsibility based on the applicable periodic inspection guidelines and measurement of quality standards and K3L (Occupational Health, Safety and Environment) in accordance with the provisions stipulated companies as well as business process improvement planning at the post office.

3) Administration and General Section

Main tasks :

- Develop an activity plan for the General Administration Section as a guideline for carrying out tasks;
- Arrange the budget needed by the general administration;
- Dividing tasks to heads of secretarial administration, administration and filing subdivisions;
- Provide instructions to the head of secretarial administration, administration and filing for the smooth implementation of tasks;

- Coordinating the heads of secretarial administration, administration and filing subdivisions in carrying out their duties so that good cooperation is established;
- Assess the work performance of the head of the secretarial administration, administration and filing subdivision within the general administration section as material for coaching and career development;

4) Courier Operations Section

Main tasks :

- Responsible for the smooth delivery of tasks and other tasks in the delivery section.
- Create and respond to nddos or letters
- Booked statistics s-3.2 and s-3.7
- Recording NKH receipts in the adpis supervision book
- Carry out other tasks given kakp.
- Carry out delivery until finished starting at 08.00WIB.
- Maintain and maintain service attributes both in the office and during delivery.
- Set the delivery path for letters to be sent in various places according to the destination address.

5) Outlet Service and Branch Operations Department

The main tasks are planning, managing and controlling the opening, closing of outlets and responding to applications for opening new partnership outlets, carrying out service and business management as well as developing outlets to achieve the ideal, effective and productive number and composition of outlets according to the provisions set by the company. To carry out these main tasks, the division performs the following main activities:

- Develop and implement work programs in their departments.
- Make job descriptions in accordance with applicable policies and SOPs as work guidelines.
- Coordinating and managing the implementation of work processes within the scope of responsibility.

6) Courier and Logistics Corporate Sales Department

Main Duties: Organizing and controlling operational management of corporate

shipments, to support the achievement of revenue and quality targets set by the company. To carry out these main tasks, the Corporate Customer Service Center Manager performs the following main activities:

- Develop work plans and budgets for their departments.
- Create job descriptions in their departments.
- Receive and check corporate shipments.
- Coordinating and overseeing the process of closing corporate shipments in accordance with the provisions in force in the Company.
- Supervise service work in their department.
- Create and submit reports in his department to superiors

7) Retail Sales and Partnership Section

Main tasks :

- Manage and control the implementation of sales activities for letters, packages & financial services to corporate customers at the post office and be responsible for achieving the target revenue for postal letters and postal parcels set by the Company, as well as managing customers, acquiring customers, cultivating markets to increase sales so that targets can be achieved optimally with the most efficient cost possible, and manage, implement and control sales administration, management of revenue receivables at the Post Office and account executives.
- Setting up a fund controlling its sales budget, selecting and selecting customers, carrying out market acquisitions, and retaining customers and maintaining customers.
- Develop and control sales targets and control sales execution by account executives at the post office as well as targets for increasing the number of postal agents and New Village Agents.
- Develop management plans for customers who become the target, plan and carry out coaching and maintenance tasks for the fostered customers.

8) Financial Services Business Sales Department

Main tasks :

- Take care of the administration of financial services
- Making reports on financial services.

Human Resources or abbreviated HR has a very important role in the company to carry out its business activities. Optimizing the utilization of resources in an effort to achieve the vision and mission absolutely depends on the presence of competent human resources. In facing this wave, the company is required to fight in every way and utilize all its resources in order to survive, because if the company does not struggle and maximize all the resources it has, the company can be destroyed. Therefore the company must be able to follow these developments by knowing what kind of strategy and how it should be implemented within the company. Therefore companies must form good strategies to create quality human resources. Based on the research, it can be concluded that the Tanjungpinang Post in creating quality human resources participates in training programs held directly from the center via zoom and transfers between sections or between branch offices for local employees while transparable employees carry out transfers between regions. Tanjungpinang Post uses two ways to achieve consumer satisfaction, namely by lowering price rates and pick-up services and online mobile postal services

CONCLUSION AND SUGGESTION

Based on the research, it can be concluded that the Tanjungpinang Post in creating quality human resources participates in training programs held directly from the center via zoom and transfers between sections or between branch offices for local employees while transparable employees carry out transfers between regions. Tanjungpinang Post uses two ways to achieve consumer satisfaction, namely by lowering price rates and pick-up services and online mobile postal services.

HR development strategy in PT. The Tanjungpinang branch post needs to be improved and maximized again, not only focusing on training and mutation programs. Based on interviews conducted at PT. Post Tanjungpinang that PT. The post is currently not accepting new employees, so if there are 26 employees who retire, replacements are not sought but instead assigned to employees who already have their own field. Therefore it is necessary to recruit employees so that all activities within PT. Tanjungpinang Post runs effectively and efficiently. Then the quality of service is more optimal and in accordance with the expectations of the community as users of non-public services. There needs to be employee motivation to continue to maintain quality. In order to increase qualified employees, PT. The post needs to provide rewards to employees who follow according to the rules and do not deviate from the

existing rules. If there are still shortcomings in the delivery of language that is not pleasing to the reader, therefore the author apologizes. The author's suggestion for the future is to be able to more maturely understand the importance of strategy in the company. It is hoped that this report can continue to be developed and useful for readers.

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