

# Human Capital Plan for Business Startups “Innovation of Subang Honey Pineapple Beverage”

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## ABSTRACT

Health is the most important capital in life choices. So that health itself is desired by everyone. Maintaining health can be done by maintaining a diet, adequate rest, exercise and consuming vitamins derived from fruits and vegetables. Increasing activity will make the body need food and drink intake that has high nutritional content. Vitamin C is obtained from many fruits. One of the fruits that contain lots of vitamin C is pineapple. Pineapple contains 39-49 grams of vitamin C contained in half a glass (125ml) of pineapple. In addition to vitamin C, pineapple is also famous for the bromelain content in it. Pineapple is one type of fruit that is liked by the community. In Indonesia, pineapple has a high potential as an export commodity.

**Keywords:** Startups, Human Capital Plan, Human Capital

## INTRODUCTION

PT. Limatra is a startup company that produces packaged pineapple fruit juice drinks that have advantages over similar products, as a fresh, practical and healthy packaged juice drink, so that pineapple juice can be enjoyed at any time by all people and is easy to get at any minimarket existing in Indonesia. West Java Province as one of the largest pineapple producers in Indonesia has a distribution of pineapple producers centered in Subang Regency. In 2015, Subang's pineapple production contributed 92%, followed by Bogor with a contribution of 2.23%. Subang pineapple is also known as honey pineapple because it has a sweet

taste. In addition to its sweet taste, honey pineapple has many advantages; including honey pineapple has soft and fibrous flesh, has a high water content, and has a larger fruit size than ordinary pineapple.

## 2. MATERIALS & METHODS

### 2.1 Human Capital Objective

The target of Human Capital Jus Nanas (Nasnas) is made to be able to realize the goals of Human Capital. Can represent the company's strength to achieve the company's vision and mission. To achieve this goal, create a strategy for managing human resources in the company which is divided into three phases, namely short-term, medium-term and long-term goals [1]

### 2.2 Strategic 7McKinsey

PT. Limatra in corporate strategy and analyze the success factors in this organization using McKinsey 7s Framework. This tool is used to analyze the internal aspects of the company's organization using 7 main elements, namely Strategy, Systems, Skills, Style, Staff, Structure and Share-values. The McKinsey 7s Analysis Model was introduced by Tom Peters and Robert Waterman who worked as Consultants at McKinsey & Company in the 1980s. According to them, the alignment of the seven elements in the organization is a key factor in the success of a company.[2]

### 2.3 Corporate Culture

Corporate culture is the basis of a person in the organization. Because

corporate culture has a big influence in influencing the company's ability to change the direction of its strategy, PT. Limatra because corporate culture has a strong influence on the behavior of all employees. These values are used to measure short, medium and long term performance [3]. According to [4]The definition of corporate culture is that culture represents an unspoken code of communication among organizational members. Then PT. Limatra will always apply organizational culture.

### 2.4 Structure Organization

The organizational structure will be managed in accordance with the predetermined human capital objectives [5] Organizational structure helps employees see the division of work, as well as how different functions or activities can be well coordinated. In addition, with this structure, you can find out several specializations of a job, channel orders, and report submissions. This structure is an important component that must exist in the organization that includes the division of tasks and responsibilities of each individual, which

aims to avoid overlapping individual powers and responsibilities. In addition, Human Resource Management pays attention to the development of skills, abilities, and knowledge in acquired human resources, so that the tasks and responsibilities assigned by the organization can be carried out effectively and efficiently. [1]

### 2.5 Plan Human Capital

PT Limatra's human capital planning includes estimating the number of employees, recruitment, training and development, compensation system, job evaluation, attendance, and termination of employment. Compensation is an important tool in human resources, an effective compensation system significantly influences organizational development [6] .

## 3. DISCUSSION

### 3.1 Human Capital Objective

The target of Human Capital Jus Nanas (Nasnas) is made to be able to realize the goals of Human Capital, which we can see in Table 3.1 below:

Category	Human Capital Objective
Short-term (1-3 Years)	The sales and marketing department achieved the sales target of 90% of the set target Hiring a freelancer will create 90% product brand awareness in the Subang area and its surroundings for pineapple juice products Development training plans are prepared twice a year by each division
Medium-term (3-5 Years)	With the addition of freelance West Java expansion 90% reached the target Fulfilled the addition of product development division
Long-term More than 5 Years	Fulfilled employees for PT Limatra Branch in Java Island Fulfillment of additional QC for Central Java and East Java

### 3.2 Strategic 7McKinsey

McKinsey 7s Framework can be one of the tools of choice for conducting internal analysis of a company's organization. The

following are 7 elements in the McKinsey 7s Framework Strategy, Structure, System, Skill, Staff, Style, and Shared Values, which we can see in Table 3.2 below:

Table3.2 Framework Mckinsey 7S

Strategy	Provide opportunities for employees to channel creative ideas and ideas to make employees more developed, able to work together and provide rewards to motivate other employees who focus on company growth by expanding the market and product development.
Structure	PT Limatra uses a functional organizational structure. The functional organizational structure is formed based on the tasks that exist in the organization.
System	Rekturment Payroll using the Online Payroll system Attendance (Finger Print) and Car Attendance Application Workforce Management (training management, evaluation, relocation, success, and discipline) Work Planning, Work Allowance Environmental reporting (employee complaints such as accidents, health, work environment) Company and employee data recording Recording of employee job information System benefit (pension fund)

**Table 3.2 Continued...**

Skills	Hard Skill (specific ability on job description) Marketing technical skills training. Ability to analyze processed materials and product results Financial Analysis and Reporting Skills Soft skills (personality, personal, communication skills required), Integrity , Leadership, Leadership
Staff	Training as needed,Giving rewards in achieving work Selection process with appropriate qualifications Appropriate salary, Hold regular discussions between leaders and subordinates
Style	Democratic leadership style (ability to influence others and work together to achieve goals and objectives)
Share Values	Striving For Excellence, Teamwork, Inovatif, Responsibility

### 3.3 Corporate Culture

Corporate culture is the basis of a person in the organization. Because corporate culture has a strong influence on the behavior of all employees, it also has a major influence on the company's ability to change the direction of its strategy. Some things that are included in the corporate culture are artifacts, work uniforms,

company logos, office layouts. The reference culture at PT. Fivetra that we can see in Table 3.3 below:

**Table 3.3 Corporate Culture**

Nasnas Culture
Striving For Excellence
Teamwork
Innovative
Responsibility

### 3.4 Assumption

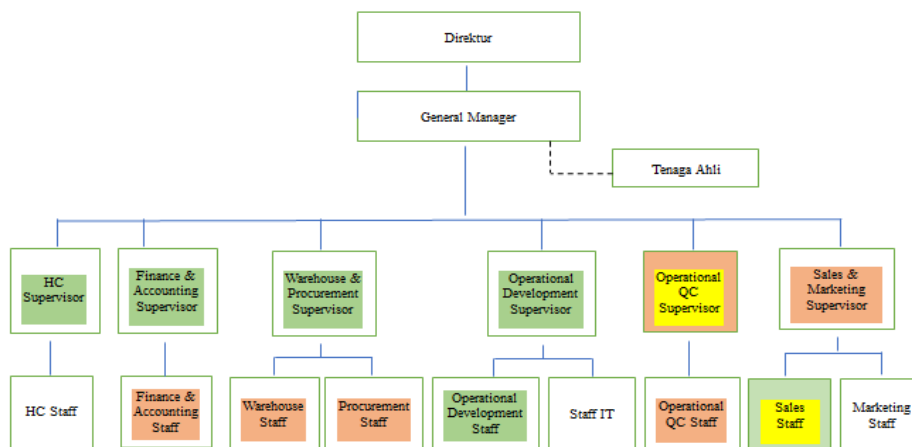
**Table3.4 Assumption SDM PT. Limatra**

Nilai	Assumption SDM
<i>Striving For Excellence</i>	PT Limatra always prioritizes improving work results beyond what is expected and according to the target of each employee to achieve company goals. If there is an increase in work, a reward will be given, and if there is no increase in work, a small reward will be given.
<i>Teamwork</i>	PT Limatra provides special office space facilities for all employees to relax and enjoy breaks aimed at establishing good relations, working together between teams to achieve company targets, if the company targets are achieved they will be given rewards, and if not achieved will be given small rewards.
<i>Innovative</i>	PT Limatra always evaluates what its employees produce within a period of 3 months. Every 3 months employees are required to express any ideas or innovations related to the interests of the PT Limatra company, either individually or in the form of a team. If the proposal is good, it will be rewarded, and if the proposal is not good, it will be rewarded.
<i>Responsibility</i>	PT Limatra will determine if the working employee can complete his task and is fully responsible for his work seen for 1 year, if it is very good it will be given a reward and if otherwise it will be given a small reward.

### 3.5 Structure Organization

The following is the organizational structure of PT Limatra as for the duties and

responsibilities of each position below, the addition of employees is marked with the following colors:



**Picture3.4 Struktur Organization PT Limatra**

**Description :**

- : additional employees in year 4
- : additional employees in year 5
- : additional employees in year 5

### 3.6 Human Capital Plan

There are stages of human capital planning described as follows:

#### a. Estimated Number of Employees

Total Headcount	1st year 18	2st year 21	3st year 28	4st year 30	5st year 41
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#### b. Recruitment

Planning the amount of Human Capital needed must be in accordance with the needs of the organization in the short, medium and long term [7] PT Limatra using the recruitment method, including the selection stage by accepting incoming application letters from candidates, after

which he holds an administrative selection (checking file requirements such as ID cards, KK, SKCK, diplomas, photographs, application letters), interviews (required skills, min. level of education, work experience, min. Education D3/S1 able to complete the given job, ready to be placed in any position, able to work in a team and under pressure, able and able to solve problems quickly and accurately.

#### c. Training and Development Strategy

PT Limatra's stages in the training and development process include the following:

Table 3.5 Training Concept

No.	training type	Trainee	Trainer	training type	month													
					1	2	3	4	5	6	7	8	9	10	11	12		
1	Market leader	All Employees	Direktur/Manager/Supervisor	Internal	√							√						√
2	creative marketing	Supervisor and Staff	Manager	Internal	√	√	√											
3	Product Development	Supervisor and Staff	Manager	Internal	√	√	√											
4	Leadership dan Teamwork	Supervisor	Vendor	Eksternal							√							
5	Market leader	All Employees	Direktur/Manager/Supervisor	Internal														√

Table 3.6 Employee Development Type

Jenis pengembangan	Keterangan
Competence test	Selected employees
Career path	Selected employees (according to performance evaluation)
Rotation Job	Conducted in the 2nd year the company was established, taking into account the stability of the work unit

#### d. Compensation System

##### - Direct Compensation

Table 3.7 Direct Compensation

No.	Item	Position			
		Staff	Unit Head	Manager	Direktur
1	Salary	√	√	√	√
2	Positional allowance		√	√	√
3	Overtime	√			
4	BPJS of Employment	√	√	√	√
5	BPJS of Health	√	√	√	√
6	THR	√	√	√	√
8	Reward**	√	√	√	√

##### - Indirect Compensation

Table 3.8 Indirect Compensation

Calculation of BPJS by employees	
BPJS JHT	2,00%
BPJS JP	0,64%
BPJS KS	0,33%
Calculation of BPJS by company	
BPJS JHT	4,54%
BPJS JP	1,28%
BPJS KS	1,31%

##### - Non Financial Compensation

#### a. Permanent employees

PT Limatra implements a work system in accordance with Law No. 11 of 2020 concerning job creation article 60 paragraph 1 and will only end when the employee has entered retirement, dies, or submits a resignation. give a probationary period first to new employees for 3 months, After the probationary period ends, the new employee is appointed as permanent.

## b. Contract Employees

PT Limatra establishes a contract employee system in accordance with Law No. 11 of 2020 concerning Job Creation Articles 57-59 where employees who have served an indefinite period of time. e.g. OB, Security and Driver

### 3.7 Job Evaluation

The evaluation and monitoring process is carried out in several stages, namely:

Every 6 months when a regular meeting is held, the format is in the form of a discussion

Once a year which is the final evaluation and monitoring.

Table3.9 KPI (Key Performa Indicators)

Name :						
Position :						
NIK :						
NO	Strategic Objective	weight	Value			Total Score
			target	achievement	Score	
1	Striving for Excellence	35%				
2	Teamwork	25%				
3	Inovatif	20%				
4	Responsibility	20%				

### 3.8 Work Termination

According to RUU No. 13 of 2003 was changed to the Omnibus Law Job Creation by adding 5 other important points regarding Employment, the company can lay off in various conditions the company goes bankrupt, the company closes due to loss, changes in company status, and workers commit violations.

### 3.8 Financial Aspects of Human Capital

PT. Limatra in its implementation requires costs for employees in the form of basic salary, allowances, BPJS, training and others. The total costs incurred are for employee financing as a whole. In HR planning, in 1 month PT. Limatra will recruit 18 employees. And for the 5th year the total employees reached 41 employees. PT. Limatra assumes that every employee will experience a salary increase every year for staff by 8%.

## CONCLUSION

As a newly established company, PT. Limatra business focus on Subang pineapple juice soft drink with a B2C business concept always trying to improve the quality of its human resources. In this case, because human resources are the most important thing in achieving the targets set by PT. Limatra. To improve competency development, always conduct training and performance development and implement corporate culture. With the existence of a clear organizational structure function, each employee gets the duties and responsibilities in accordance with the expertise that has been determined by each division of the company.

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