ABSTRACT

This study aims to analyse the practice of the Human Resources (HR) and create a strategic plan for the optimization of human resources in Skyport Café. Skyport Café serves fast food snacks and drinks, with take away concept. Indicators used refers to the theory proposed by McCourt and Eldridge, consisting of HR planning, job analysis, compensation management, recruitment and selection, performance management and assessment, as well as learning and training.

This study uses credibility test method with the triangulation techniques. Determination of informant using snowball sampling technique. Observation and Documentation were applied directly at the counter environment.

The result showed that there were some problems in the practice of human resources management in Skyport Café, among others are: the job description and job specification is not yet clear, compensation is still below the minimum wage, recruiting participants is not suitably with the qualification, frequent turnover, performance appraisal is less clear, and a long training period. The strategy used to optimize HR performance management practices include making the job description and job specification for each position clearly in the organizational structure, compensation adjustment to the minimum wage coupled with performance assessment based on Key Performance Indicators (KPI), fixing the stages of recruitment and selection through cooperation with experts and certain high school, and shortening the training period.

Keywords : Take away concept, job analysis, compensation management, recruitment and selection, performance management and assessment, learning and training, and Key Performance Indicators (KPI).