
**HUMAN RESOURCES IN THE DIGITAL ORDER MANAGEMENT INFORMATION SYSTEM
(SIMPEL OM)****Cahyono¹, Edi Hamdi², Rhian Indradewa³, Ferryal Abadi⁴**

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Email: cahy826@gmail.com¹, edi.hamdi@esaunggul.ac.id²,Rhian.indradewa@esaunggul.ac.id³, ferryal@esaunggul.ac.id⁴**Abstract**

Growth sector property in Indonesia starting show chart positive since happen COVID-19 pandemic . This matter happen along with start his recovery sector economy And activity a society that is gradually returning to normal. Development property commercial Indonesia (PPKom) which was released Department Bank Indonesia (BI) statistics on Quarter I 2022 and Knight Frank Indonesia as company research And consultation properties in Indonesia welcome Good in 2022 as year resurrection sector property Indonesia . Performance annual (year on year) sector industry property (real estate) grows amounting to 1.19 % . Besides growth property , development technology the more make it easier And speed up the transaction process esp transaction shopping in a way electronics (*eCommerce*). Presence *eCommerce* impact big on life And style life society , incl create opportunity economy new for public For start business in a way individual . Besides growth property , development technology the more make it easier And speed up the process and transaction or what is called *eCommerce*. The presence of *eCommerce* has had an impact big on life And style life society , incl create opportunity economy new for public For start business in a way individual . Data -wise , *eCommerce* growth in Indonesia from 2021 to 2022 is experiencing growth of 1.87%. The transition from the Analog to Digital era encourages all business sectors to be more creative in mastering market competition. In the current era of globalization and digital era, especially since the COVID-19 pandemic, all users and buyers are looking for efficiency and ease in obtaining and completing their needs.

Keywords: Planning , Resources Power Human , PT. Simple OM Featured , Simple OM, E-Commerce Company

INTRODUCTION

Development property commercial Indonesia (PPKom) which was released Department Bank Indonesia (BI) statistics on The first quarter of 2022 is welcome Good in 2022 as year resurrection sector property Indonesia . Performance annual (year on year) sector industry property (real estate) grows of 1.19% since the end of the COVID-19 pandemic. Besides growth property , development technology the more make it easier And speed up the transaction process esp transaction shopping in a way electronics (eCommerce). The transition from the Analog to Digital era is encouraging all sector business For more creative in the control competition market , which is one of them on construction material supply demand sector . PT Sempel OM Superior with the platform name “ Simple OM” is present as a sector material provider platform construction And liaison between consumer as well as seller ith commitment 1 x 24 hour delivery as well free cost delivery is solution best in the instant era _ This .

Development Property Indonesian Commercial (PPKom) on First Quarter 2022, which will be released by Department Bank Indonesia (BI) statistics , marking a good start For sector Indonesian property on in 2022. Apparently sector This rise after face challenge during COVID-19 pandemic . Performance annual sector industry property or real estate grows of 1.19%, shows sustainable recovery . _

Besides growth property , progress technology also delivers impact positive , esp in make it easier And speed up the transaction process , especially in the field of transaction shopping in a way electronic or eCommerce (Sri Adiningsih, 2019); (Yudha, 2021). Transition from the Analog to Digital era is motivating all sector business For become more creative in face competition market (Trisantosa et al., 2022). One of affected sectors _ by change This is supply And demand for construction materials .

In context This is PT Sempel OM Superior presenting an innovative platform named " Simple OM" as solution For fulfil need sector construction . Simple OM plays a role as construction material provider And as liaison between consumer And seller . One of advantages offered _ by this platform is commitment For give delivery in 1x24 hour time as well free cost delivery . This make Simple OM as solution the best in all era instant moment this , fulfills need increasingly consumers _ want speed And comfort in transaction .

Through draft this , Simple OM no only give solution efficient For fulfil construction material needs , but also contribute on transformation sector construction to a more modern direction and oriented on technology . With thus , presence Simple OM is expected can support growth sector property in a way overall , strengthen ecosystem business , and bring benefit positive for holder interest related .

Temporary sector property experience Positive growth is important _ For pay close attention impact from involvement technology , like Simple OM, deep chain supply construction materials . Deep digital transformation supply of construction materials No only simply speed up transactions , but also opening opportunity new For efficiency And sustainability in the sector construction (Deni, 2023); (Andriani et al., 2022).

Implementation of platforms such as Simple OM no only create efficiency logistics with delivery in 1x24 hour time , but also reduces impact environment with subtraction a trip that doesn't need . Draft free cost delivery also delivers incentive addition for consumer And producer For more active in use service the .

Besides That's it, simple OM can do it role as pusher innovation in selection of more construction materials friendly environment . With introduce more material options sustainable, this platform can help sector construction reduce footsteps the carbon , in line with global effort to reach objective continuity .

In context this , party Simple OM can do it Work The same with producer For presenting more material options friendly environment And give education to consumer about continuity the . With So , simple OM isn't it only become means transaction , but also becoming agent change positive in industry construction .

Of course course , a challenge still there are , incl in manage rapid growth _ And guard standard quality service . However , with involvement active from all holder interests , incl government , industry property , and provider service like Simple OM, sector property And Indonesian construction can Keep going move proceed towards a brighter future _ sustainable And innovative .

RESULTS AND DISCUSSION

a. Human Resources Strategy

After determine objective And target operational, Then Simple OM determines strategy so that quality work employee and Operator Officer become competitive and credible. The Simple OM *human capital* strategy is applied more to developing the skills and direction of each staff's job description, especially those that are closely related to the main strategy in QSPM. QSPM related to HR is recruiting qualified and experienced IT staff as one way to run the Simple OM platform more easily and easily accessed, recruiting and training Field Marketing staff for outreach to material stores, the community and to provide communication and practice. Simple OM application for material shop users, employing quality and targeted human resources, and organizing and creating training that is right on target.

a. In carry out recruitment employee Good employee company normarketing, Simple

OM optimizes social media to spread vacancy work Good For employee company nor partners/marketing.

- b. Training for employees can be carried out *offline* , meanwhile For marketing because distance And capacity marketing Which No possibleTo take part in *offline training* , the training will be carried out online on line. Can be done via Zoom meeting or Google Meet, as well as video sharing learning related to how to purchase materials with the Simple OM application.
- c. Employee performance is seen in one year, starting from selection, training, etc observation performance each month. Rewards given in form bonus. Whereas For material shop user, performance seen from the number of material sales and the distance traveled by the buyer Which Alreadydone as well as feedback from customers.

b. Company Culture

Culture is part important in form environment organization (Trioctavia et al., 2016). In an effort to support the achievement of the company's vision and mission, then a good culture is formed to encourage and instill company values on every employee, so that employee will capable produce performance optimally according to company expectations. This culture was created, discovered, or established by gathering worker in A organization. Culture organization There is 3 namely:

- a. Artifact company
- b. *Norms/values* (mark company)
- c. *Assumption/belief*

Building a work culture is carried out to create employee comfort in the work environment (Purady, 2016); (Sangki et al., 2014). Companies in the startup category are synonymous with a relaxed work culture, not limited by many rules but measurable in terms of achievements.

Management is part of the company culture itself. Artifacts are in outermost and visible. These artifacts are a form of cultural form direct can observed covers elements physique from organization, behavior Which appearance and symbols of organizational representation. Simple OM will make design symbol representation company, environment company And layouts company Which comfortable with support technology so that employee can give performance the best for company. Simple OM Alone havetagline “Building Simply? Simple OM Solution! symbolizes the company's commitment to ensuring the company and mechanic are always ready at any time so they can continue give service best Good for customers And mechanic to the front.

c. Company Logo

The logo of the Simple OM Company has several meanings including:

- a. The incomplete circle logo is intended as a connecting path between the Seller and the Buyer so that the transaction process runs without obstacles.
- b. The bottom logo represents the thumb and index finger. Apart from the thumb and forefinger, the lower part is also symbolized like a tick logo. The logo in this section means that all activities are carried out easily and simply and all processes are carried out with one touch. Where the activities carried out seem to be like pointing/selecting a desired item which can immediately become a reality.
- c. The two incomplete triangles logo and the dots inside the circle symbolize a residence. A residence cannot be built immediately without a process, one of which is the procurement of construction materials with a variety of materials used. Apart from that, procurement of construction materials is our main business orientation which focuses on construction material procurement services.
- d. The dominant colors used are Red and Blue, the red color means that Simpel OM has high integrity and great responsibility for all transactions and guarantees security and transparency. The blue color means that the user's trust in carrying out transactions and enjoying the product purchased is the main priority above all else. The additional color, white as the most basic background, means that transaction activities are carried out on the basis of transparency, neutrality, and the trust of all parties.



Figure 1Company Logo

(Source: Processed results and author's discussion, 2022)

d. Office Layout

The main office of the PT. Simpel OM Unggulan Company was established in LIPPO CIKARANG, Bekasi Regency. Office space is not just used as a room Work simple However room office Also must made comfortable so that relaxes and can stimulate innovation for employees. Room created with efficiency light that is with wall glass so that give a simple green garden view for employees. Then glass The office is coated

with an anti-UV coating which is sufficient to withstand the heat of light sun on Afternoon day so that use cooler room can be maximized. The walls use white base paint according to the basic color of the logo as well combination with color blue and red. Interiors dominated color white, red, Andchocolate. On the wall of the main room is a fairly large company logo as Wrong One effort comparing company in a way No direct. Room between employee made semi- open so that apparition One room Which impressed wide as well as hope so that every employee can communicate with Good.

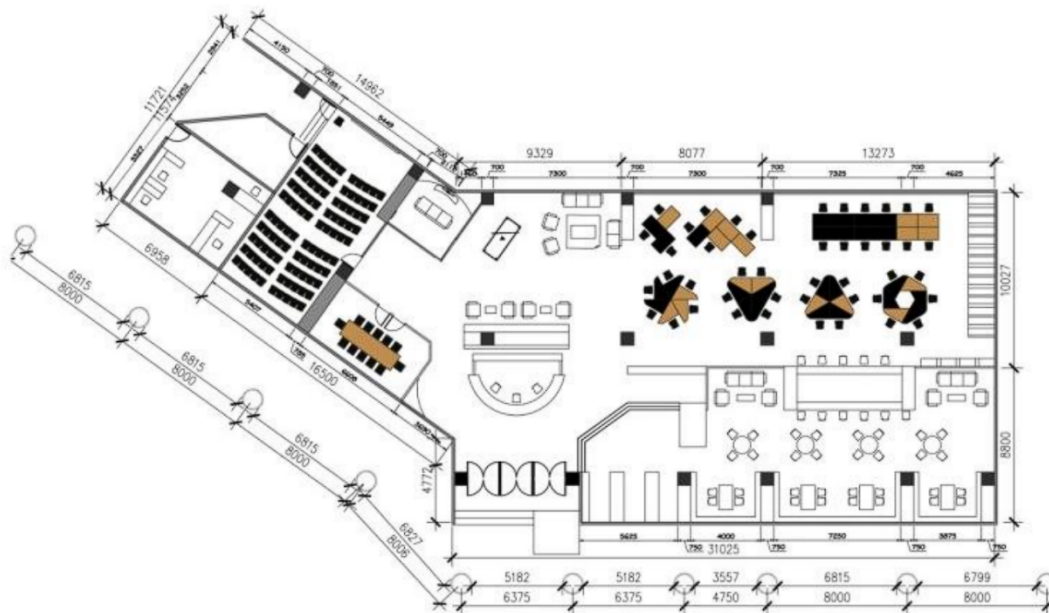


Figure 2 Office Layout

(Source: Processed results and author's discussion, 2023)

e. The value of the company

Company value is the most important indicator for investors to assess the overall level of success of the company (Ririmasse, 2007). The higher the company's value, the better the public's perception of the company's performance, in this way the company will be able to convince investors (Wulandari & Efendi, 2022). These values deliberately socialized and instilled throughout the organization. These values become guide moral And behavior for organization.

Table 10M Simple Company Value

MARK	EXPLANATION
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<i>Intelligent</i>	Apply existing knowledge to solve problems. Employee expected For become personal Which always developed especially with the support of training given. Simple OM Which is company based technology must always study these conditions. Marketing too expected become personal Which Keep going Study Because problem Which they facing in field No only Forhandle <i>service</i> to building shop users However Also how to interact with <i>customers</i> who appropriate And Good.
<i>Integrity</i>	Own personal Honest And character strong Which where Good Employees and marketing always prioritize actions and speakingsay Which Good And polite. Besides That, operate obligation and his duties in accordance with rule anywhere they is at.
<i>Responsive</i>	Give satisfaction to customer with giveservice Which responsive And fast (<i>fast respond</i>) so that customers feel comfortable And give <i>feedback</i> Which good too to marketing or Simple OM.
<i>Credible</i>	Own attitude And said say Which Good so that can trusted in give <i>service</i> to <i>customers</i> .

(Source: Processed results and author's discussion, 2023)

f. Assumption/Believe

Assumption or assumption is existing company culture on everyone in the Company included directors , staff managerial nor for all over employee (Indajang et al., 2017). Assumption must embedded in the soul every employee in accordance with mission And strategy company , and If breaking it so employee will get *punishment*. HR assumptions applied on Simple OM is as following :

Table 2 Assumption/ Believe Simple OM

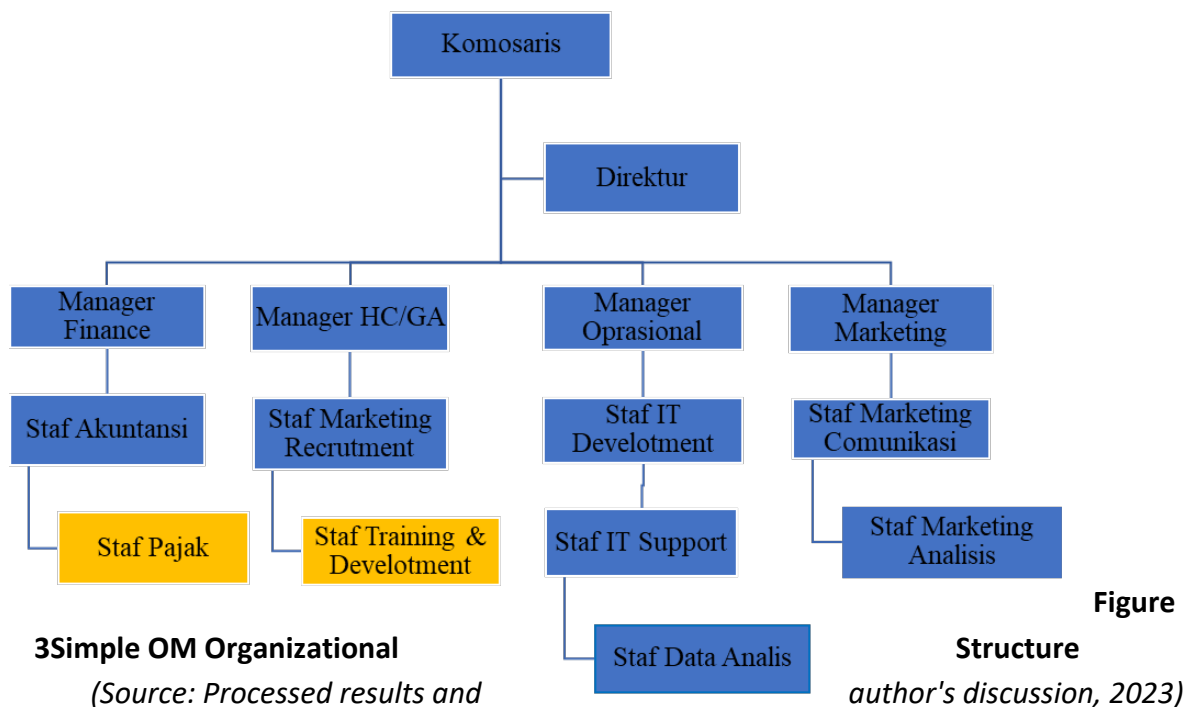
MARK	EXPLANATION
<i>Intelligent</i>	Give training to employee so that can apply culture company with Good as well as enrichself And become employee Which develop follow development. To appreciate employees who are willing to learn And develop, company give rewards as motivation employee to enrich self.
<i>Integrity</i>	Penalty for employee Which late, No carry out work well, and cannot bring a good name company. Valid penalty Layoffs for employee Which act no <i>ethics</i> . Rewards given for employee Which example.

<i>Responsive</i>	Apply communication open, each other value And respect on each employee. Responsive to the problem from customers and can finish well.
<i>Credible</i>	Do evaluation performance employee For can look so far where professional employee in Work.

(Source: Processed results and author's discussion, 2023)

g. Organizational structure

The company's organizational structure is created to suit the objectives of the company *humans capital* That Alone (Puspita & Widyarini, 2018). Source Power man This will own not quite enough answer And his role each.



Figure

Structure

author's discussion, 2023)

h. Job description

Drafting description work (*job description*) very important, so that No the occurrence of differences in understanding so as to avoid duplicate work, as well as For know boundaries not quite enough answer and authority each position (Arifin, 2013); (Pawaka, 2022); (Kurniawan, 2016). Description Simple job OM there is on attachment HR.

2. Human Resources Planning

A. Recruitment

1. Recruitment Employee

Recruitment carried out by Simpel OM is in the form of recruiting new staff or by placing old workers in certain positions. Recruitment of personnel new done through recruitment external with announce exists vacancy work on *website* company And *social media* company noron moment There is *jobs fair* Which done by institution certain. Meanwhile, the placement of old staff in certain positions is carried out through internal recruitmentwith see record footsteps employee as form from *rewards, punishment Andrefreshing* the company. Following are the steps that will be taken in process recruitment employee company.



Figure 4Simple OM Recruitment Process

(Source: Processed results and author's discussion, 2023)

a. Analysis Need Employee (Position And Position)

Every section in Simple OM must carry out a needs analysis employees and create HR planning. The results of the analysis are presented in the form of an HR requirements document which is submitted to the HR manager For determined is need done addition, subtraction, or replacement.

b. Agreement Management

Document need HR Which has in confirmation by manager HR furthermore presented to director company For get agreement.

c. Process Recruitment Employee

After the employee addition document has received approval from the director, document continued to manager HR for further processing under This.

1. Determine source candidate employee

This candidate source is the media that will be used by Simple OM For announce that company currently open process recruitment of new employees both *online* and *offline*. Where *toonline* sources companies will use

job search portal websites jobstreet.co.id and careers.com as well as Simple OM social media. Whereas for *offline* sources the company will go to job fairs and communications with associations related to the construction material supply chain. There is in Jabodebek.

2. Make vacancy announcement work

Stage furthermore is will announce process recruitment from media Which have you choose OK in a way *on line* or *offline* .

3. Review application Work

Stage The next is will sorting application Work Which enter is Already in accordance with criteria or No. If application No in accordance with the specified criteria, the candidate will not be processed at stage next

4. Do *screening* application Work

Process screening will done is For ensure truth data - data Which There is from candidate candidate, including inside it do profiling or monitor diverse social media Which owned by candidate, so it can be easy to understand the character and personality candidate. This is necessary This is done to get employees best, candidates not only have to have good *skills* but Also attitude and taste honesty tall one.

5. Conduct telephone interviews.

Matter This will done For get information Which required like details background behind, education experience Work And ensure candidate's curriculum vitae also to check whether the candidate has ability Language Which Good And capable communicate with perfect to superior through telephone. Through interview This Also company will know is candidate capable handle circumstances emergency sudden without error.

6. Conduct ability tests.

On stage This will do test on para candidate between other test IQ, test reasoning logic And arithmetic, psychological test as well as test ability related field work Which will done in the company.

7. HR and user interviews.

HR Team interviews will be conducted to gather behavioral information candidate in a way real And pushed him For tell a story in a way logical regarding experiences in the form of behavior that has been carried out with use technique BEI (*Behavioral Events Interview*). Interview Next, it will be carried out by the user or the candidate's superior, where the result will be handed over directly to team HR.

8. Medical check up

Furthermore For candidate Which get away interview will do test health Which covers test urine, test blood, x-ray, eye And blind color.

9. Discussion

Furthermore para recruitment And leader will discuss For sort each candidate based on the scores they have obtained, with consider wages Which offered, possibility candidate resign self, And possibility other. So that can concluded candidate where which will be accepted or not.

10. Job offer and signature of employment contract.

After determined candidate Which chosen, furthermore company will contact candidate selected And will explain in a way *details* matter – matter Which related with right And obligation candidate, If Already clear and agreed second split party Eat sign hand contract Work will done.

11. Employee Placement.

Employee results selection And Already sign contract Work submitted by HR manager – GA to parts that need it.

2. Marketing Recruitment

Simple OM Which is business based application, so need Pay attention to marketing will become partners Work Simple OM. In recruitment Alone, based on from QSPM that is For optimize mediasocial so Simple OM use media social as method For look for his partner namely with advertising, besides can done broadcast.

a. Make vacancy announcement work

The next stage is to announce the recruitment process from the media Which has chosen Good in a way *on line* nor *offline* . Candidate marketing fill in form registration marketing through application complete with inclusion data self.

b. Do *screening* application Work

Process *screening* will done is For ensure truth data - data Which There is from potential candidate.

c. Stage test ability

On stage This will done test form studies case simple (from form/application) and skill in do *OM Simple Application*

d. Offer Work And sign hand contract Work

Offer And sign hand contract Work between Simple OM And marketing staff.

3. Employee Training and Development and Marketing

Training and development is provided to both new employees or for a long time to improve competence in accordance with their duties and functions on Simple OM especially For admin *chat-bot* Which become Wrong One superior from Simple OM admin *chat-bot* must be Simple OM application. Training and development is also a reward for employee related its performance in company. For That Simple OM compile stages For training and development as following:

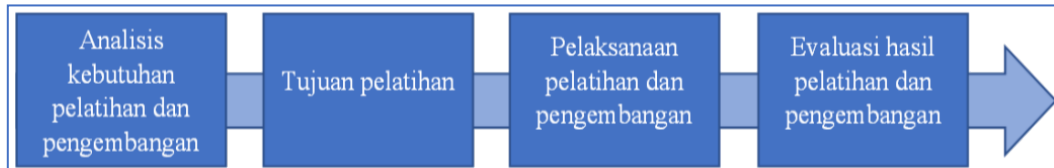


Figure 5 Simple OM Employee Training and Development

(Source: Processed results and author's discussion, 2023)

- a. Do analysis organization For need training And development which Section Manager required will coordinate for ensure training objectives and development aligned with goals / target Which want to achieve.
- b. Do analysis task employees/marketing
The section manager will check the employee's task list, to Next, identify what skills and competencies are needed For finish task the as well as position What Which need development employee.
- c. Do analysis individual employees/marketing
The section manager will carry out a *detailed analysis* of the employees, who are who has control his task And Who Which need Study For add skills and competencies. For marketing, it can be seen from data records And feedback.
- d. Set objective
Next are the training and development goals that the company wants to achieve will explained in a way detailed and explained to every employee.
- e. Carry out training And development
This training activity will be carried out either through internal training or involving external parties to provide training or development in accordance with the results of the company needs analysis. For marketing it can be: videos Which shared or representative from marketing Which felt very need.
- f. Evaluation results

Evaluation results training And development will done through checking directly when employees work and also through project results reports training And development. So Also with marketing, can done checking from OM Simple Application Which done and the feedback obtained.

g. Employee status

Employee status who works in Simple OM guided by the law No.11 of 2020 concerning Job Creation Article 56 paragraph (1) which reads agreement Work made For time certain or For time No certain. So that The company will use three types of employee status, namely permanent (PKWT / Agreement Work Time Certain), contract (PKWTT / Agreement Work Time NoCertain).

B. Employee Performance Appraisal System

Evaluation performance employee There is a number of stages Which determined with system target.

- a. Target Which owned by company determined For 1 year walk. Target company will shared become target for each individual employee.
- b. Target in one year divided Again to in target monthly.
- c. Evaluation achievements target done every month However will analyzed And evaluated achievements are made per semester.
- d. Evaluation achievement target done 2 time a year:
 1. Mid-first year: to see that target achievement is appropriate with the goals of each part of the company or not. If not, then it will be There is guidance/direction from underwriter answer every part company.
 2. Mid-second year: look at achieving targets as a whole and serve as a reference for determining targets for the following year and provide feedback and rewards for employees.
- e. The results of achieving these targets are used as the basis for giving rewards Good in form increase wages, bonus, promotion position, mutation, And other.

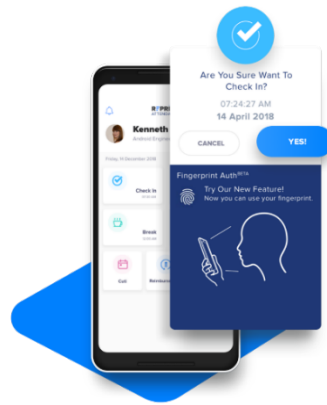
C. Job Evaluation

Simple OM performance appraisal uses the Management, Objectives (MBO) method which requires employees to develop short-term target work concepts and then discuss them with superiors. If accepted by the superior, the target becomes a benchmark for assessing the employee's KPI. Evaluation of employee performance using the Management by Objectives method can be carried out on jobs whose output can be measured quantitatively. Goal management requires each superior (manager) to set specific measurable goals for each employee based on the results

of discussions with the employee. This evaluation will be carried out periodically to obtain an assessment in determining salary increases each year.

D. Employee Attendance System

The Simple OM employee attendance system is carried out using the Mobile System and functions to continue to maintain employee discipline. By using a Mobile System for attendance, it is useful to prevent employees from leaving absenteeism. Then the attendance data is processed in the cloud system. The company will give employees the freedom to work wherever they are and do so using a hybrid system. With this, the company hopes to increase the productivity and creativity of its employees.



Picture 6 Work Attendance System, Mobile Phone Absence System

(Source: Processed results and author's discussion, 2023)

E. Working time

Simple OM sets the number of working hours in a week at 40 hours in accordance with Law number 13 of 2003 concerning Employment. These working hours apply to permanent employees and there is also time to work shifts or overtime on holidays. The following is the Simple OM operational hours schedule which is adjusted for each department: Monday to Friday: 08.00 – 16.00 WIB (Flexible to adapt to the 8 hour concept), Breaks: 12.00 – 13.00 WIB, except for those who work shifts, overtime on holidays . Apart from that, to maintain the operation of the system and regular maintenance, IT employees are carried out in 2 shifts. The service is carried out in 2 shifts but in a mobile manner.

Table 3 Non Shift Working Time

Day	Working hours	Rest	Total Working Hours Per Day
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Monday	08.00 - 17.00	12.00 - 13.00	8 hours
Tuesday	08.00 - 17.00	12.00 - 13.00	8 hours
Wednesday	08.00 - 17.00	12.00 - 13.00	8 hours
Thursday	08.00 - 17.00	12.00 - 13.00	8 hours
Friday	08.00 - 17.00	11.30 - 13.00	8 hours

(Source: Processed results and author's discussion, 2023)

Table 4 Shift Work Time

Working Hours 3 Shifts						
Day	Morning Shift		Day Shift		Night shift _	
	Working hours	Rest	Working hours	Rest	Working hours	Rest
						01.00
6 working days , 1 x holiday / week	07.00 – 15.00	10.00 – 11.00 or 11.00 – 12.00	15.00 – 23.00	17.00 – 18.00 or 18.00 – 19.00	23.00 – 07.00	– 02.00 or 02.00 – 03.00
Working Hours 2 Shifts						
Day	Morning Shift		Day Shift		Night shift _	
	Working hours	Rest	Working hours	Rest		
6 working days , 1 x holiday / week	04.00 – 12.00	07.00 – 08.00 or 08.00-09.00	12.00 – 20.00	15.00 – 16.00 or 16.00 – 17.00		

(Source: Processed results and author's discussion, 2023)

F. Termination of Employment (PHK)

The termination of employment relations in Simple OM refers to the law Number 11 Year 2020 about Create Work. As for form termination Work is as following:

“ Layoffs During Probationary Period

When an employee is still in the probationary period and there is termination of employment either due to the employee's own decision or the company's decision, the employee is not entitled to severance pay.

Layoffs Due to Resignation

The company gives employees the freedom to continue working or resign from the company, however employees must submit their resignation at least 1 month in advance. Meanwhile, if an employee does not come to work without a reason for 3 consecutive days or a total of 5 non-consecutive days in a month, the company automatically considers the employee to have resigned and this is written in the employment contract.

Layoffs Due to Company Closing

If something happens to the company so that the company closes, the working relationship with the employee will automatically end.

Layoffs Due to Retirement

Layoffs are also given to employees who have reached the age limit determined by the company, namely 56 years of age.

Layoffs Due to Serious Violations

Layoffs carried out on employees can be due to serious violations that harm the company both materially and the company's good name, such as theft, using the company name for fraud, disseminating company secrets, embezzlement of money and company assets and so on."

G. Compensation System

System compensation Which given by Simple OM to employeeform wages And incentive as well as etc. Compensation etc form bonus per annualAnd THR as well rewards training as well *capacity building* .

Direct compensation can be in the form of salary, incentives, bonuses, THR and overtime pay which Simpel OM will give to its employees. Meanwhile, indirect compensation takes the form of health and employment insurance which is the company's obligation in accordance with Law no. 24 of 2011 concerning Social Security Administration Agency Article 15 paragraph (2), annual leave of 12 working days a year, maternity leave, leave for important reasons and sick leave.

CONCLUSION

With planner source Power man Good, companies can carry out in-depth analysis and evaluation of new business opportunities or investment projects. This is certainly very helpful in assessing investment feasibility, market growth potential, income potential and related risks.

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