

UKM Tenant Recruitment Universitas Sumatera Utara Cikal Business and Technology Incubator Center

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Keywords: Recruitment of human resources (HR), Tenant Cikal.

Abstract: Recruitment of prospective Tenant SMEs Is an important part of the performance of the USU Business Incubator Center in accordance with Law No. 20 of 2008 that the Incubator Function is a new Entrepreneurial Development Service Institution by strengthening access to resources in advancing small and medium businesses that have the potential to be able to face competition both in the country and internationally. and is a process of commercialization of research products in universities that are expected to become a new business (start-up business). Therefore the aim of the research is to find out about the rectification process carried out and the obstacles faced related to the recruitment of human resources as candidates for the Tenant Cikal.

1 INTRODUCTION

Human resources are expected to be able to improve the economy of a country if efforts are made to develop Small and Medium Enterprises (SMEs) to become new entrepreneurs who are able to compete in the Global market. Therefore, human resources engaged in the field of SMEs must be considered, developed and directed so that SMEs take a class to become new entrepreneurs because they are accompanied by universities such as Business Incubator Centers such as USU Cikal. Business and Technology Incubator that has a method or method of solving social problems in the community, namely the difficulty of getting a job or someone can become a successful new entrepreneur so that the products produced by SMEs become a profitable business because these products can be sold according to their wishes or tastes market.

The competitiveness of SMEs from year to year should be increased due to joining an institution such as a cooperative or the Business and Technology Incubator Center (Dalimunthe 2015). according to Mondy, human resources are Brands or Branding that are very important for an organization (Mondy 2008) human resources (HR) in running their business must have various abilities to develop and implement environmental technologies and can see opportunities and face failure in every activity that does it. this is, of course, difficult for SMEs who have limited resources. Therefore, need to be accompanied by an

institution so that the SMEs can optimize their business. In order for SMEs to succeed in their Business Incubis Center and technology, USU needs to recruit tenant SMEs so that the right people can be found as new entrepreneurs.

Tenant SME Prospective Recruitment is a way for USU Business Incubators to get the right human resources in obtaining new Entrepreneurs. In addition, Recruitment is a way to get rid of SMEs who have finished being new entrepreneurs. The existence of Recruitment of prospective Tenant SMEs is expected to be important in the selection of candidates for the Incubis Center's Tenant SME Candidates and USU-style Technology that is expected to become new entrepreneurs.

Based on the above, the author chose the title of Central Tenant SME Recruitment USU Business and Technology Incubator.

2 RESEARCH METHODOLOGY

The research is carried out directly to the object of research or by going to the USU technology incubator center. The technique used in collecting data through the interview method is by conducting direct interviews or not to applicants of USU Business Incubator.

Data in this study was obtained directly through and reference books relating to human resources (HR), especially those related to Recruitment.

3 LITERATURE STUDY

3.1 Human Resource Management

According to Mondy, human resources are Brands or Branding that are very important for an organization (Mondy 2008), human resources (HR) in running their business must have various abilities to develop and implement environmental technology and can see opportunities and face failure in every activity do it. this is, of course, difficult for SMEs who have limited resources. Therefore, need to be accompanied by an institution so that the SMEs can optimize their business. In order for SMEs to succeed in their Business Incubis Center and technology, USU needs to recruit tenant SMEs so that the right people can be found as new entrepreneurs. Therefore, the competitiveness of SMEs from year to year should be increased due to joining an institution such as a cooperative or the Business and Technology Incubator Center (Dalimunthe 2015).

Human resource management is the management of a number of individuals in the organization of Human Resources (HR) to occupy the most important position. Therefore, in obtaining prospective Tenant SMEs at the USU-style Technology Incubator Center. need to select, place and recruit appropriately prospective Tenant SMEs to obtain competitive Tenant SMEs. Resources will be useless if not handled by incompetent human resources (Suryana 2015). Efforts to plan and obtain candidates for the USU-based technology Tenub UKM center. by holding, selecting, placing and assigning members appropriately has become an important concern for every competitive organization. Human Resource Management aims to formulate the needs of business incubator centers in obtaining HR that can be used as Tenant SMEs as successful new entrepreneurs. Therefore, to develop and empower the SMEs so that the optimization of individuals concerned, organizations, communities served.

The goal of human resource management is related to all activities that can ensure that human resources can be used effectively and equitably for the benefit of individual organizations and society. Human resource management is also a development and human empowerment so that it can improve the commitment competence of the Tenant UKM. As USU, human resource management has a role to improve the competence of human resources that become Tenant. Human resource management at the

business incubator center aims to be used as a beginner in the development and empowerment, so as to obtain a level of optimization for individuals who want to become start-ups or new business people. with appropriate qualifications so that prospective Tenant SMEs can grow to become successful and successful new entrepreneurs. So as to make a productive contribution to economic growth, especially in North Sumatra, as well as being a human resource that can contribute to the economy in the North Sumatra region as a successful entrepreneur and has the competitiveness and is responsible for social conditions and has ethics and strategic objectives in developing his business. Meanwhile, according to Hasibuan (2012: 244) and Sulistiyani (2012: 10) "Human Resource Management is the human potential inherent in a person that includes physical and non-physical potential, as well as an integrated ability of physical power possessed by an individual, namely behavior and nature determined. by heredity and environment, while her work performance is motivated by the desire to fulfill her satisfaction.

3.2 Definition of Recruitment and Selection

Recruitment is a process or activity in attracting people at the right time with sufficient amounts and having the right conditions to apply to an organization (Moundy 2008). Therefore the organization in seeking and attracting job applicants should be able to motivate, to demonstrate the skills, expertise, and knowledge needed for applicants.

In the recruitment process consists of two phases, namely:

.In disseminating information to potential applicants that there are job openings, thus attracting the applicant concerned and can directly exclude applicants who do not meet the qualified qualifications. Key wishes that are part of the recruitment are as follows.

1. Determine the HR requirements in the term determined by the organization about the type of work (job title) and its level in the organization. As well as trying to get information about the development of market conditions related to human resources. then make a systematic and integrated recruitment program.

3.3 Objectives of Recruitment and Selection

In an organization to determine someone who is a qualified candidate. It is necessary to think about the recruitment process so as to produce good individuals

and will remain together with the organization within the stipulated period or in accordance with the agreement.

Recruitment goals:

An organization recruits for several reasons, namely:

1. Providing a set of prospective workers who meet the requirements and appropriate for a particular job to be consistent with the strategy, insight, and value of the company.

2. To help reduce the likelihood of an employee who has not worked long.

3. To coordinate recruitment efforts with selection and training programs,

4. To fulfill corporate responsibility in an effort to create employment opportunities.

3.4 Stages of the Recruitment and Selection Process

The process of finding prospective employees to be placed in a particular position in a company or organization generally includes the recruitment process (search for prospective employees) and selection (selection of prospective employees), which in detail includes the activities below.

3.5 Recruitment Sources

The source of this recruitment was carried out in order to obtain human resources that would be made as prospective workers in accordance with the needs of the company. Basically, the source of labor can be classified into two sources: internal and external sources.

3.6 Recruitment Process

The recruitment process is carried out in various ways including: Installing advertisements in various print media, such as newspapers, magazines, tabloids, radio and television or through a direct approach to schools, universities, vocational education institutions that will propose job seekers to apply on their own organizations that need labor according to their expertise.

3.7 Selection of Prospective

1. Selection of application letters

In selecting a cover letter, it means choosing application letters and classifying the cover letter that meets the requirements and the cover letter that does not meet the requirements. The applications that do not meet the requirements mean to fail, while applications that have fulfilled the requirements are

then called to follow the next selection. On the summons, letter must be included the time, place and tools that need to be brought to participate in the selection.

2. Initial interview

The leadership or selection team in the preliminary interview of a leader holds a formal and in-depth interview with applicants. Thus more complete and detailed data is obtained. Direct conversations conducted by the interviewer who has experience will be able to explore the acceptability of an applicant. With interviews, information from all applicants will be obtained and make comparisons one by one of who has the highest ability to do their work.

3. Interview

a. Conducted an interview to see the applicant's mental ability to measure his mentality as desired.

b. Interest test that tests the type of work that is most liked by the applicant and measures whether the applicant is suitable or enthusiastic about becoming a new entrepreneur.

c. Test of achievement (Achievement test) which measures the ability of applicants to be able to perform in the work they provide. This achievement test should be done carefully and in depth to find out about applicants to mentality and the willingness to achieve optimal work achievement.

d. The boss directly interviewed so that more in-depth data was obtained about the applicant's ability to carry out the tasks that would be given to him. This interview aims to find out the applicants' desires and practical abilities and readiness to do the work. And getting information about applicants can be invited to work together or not. The final interview determines whether or not the applicant is accepted as a prospective employee in the company

3.8 Recruitment Method

Recruitment methods carried out by a business such as an incubator can

Performed through advertisements, send letters to relevant agencies or call prospective applicants or participants who have finished receiving training then ask them to fill in the application form again to become prospective applicants who then filter or select prospective applicants in the following ways:

a. Prepare applicants for selection

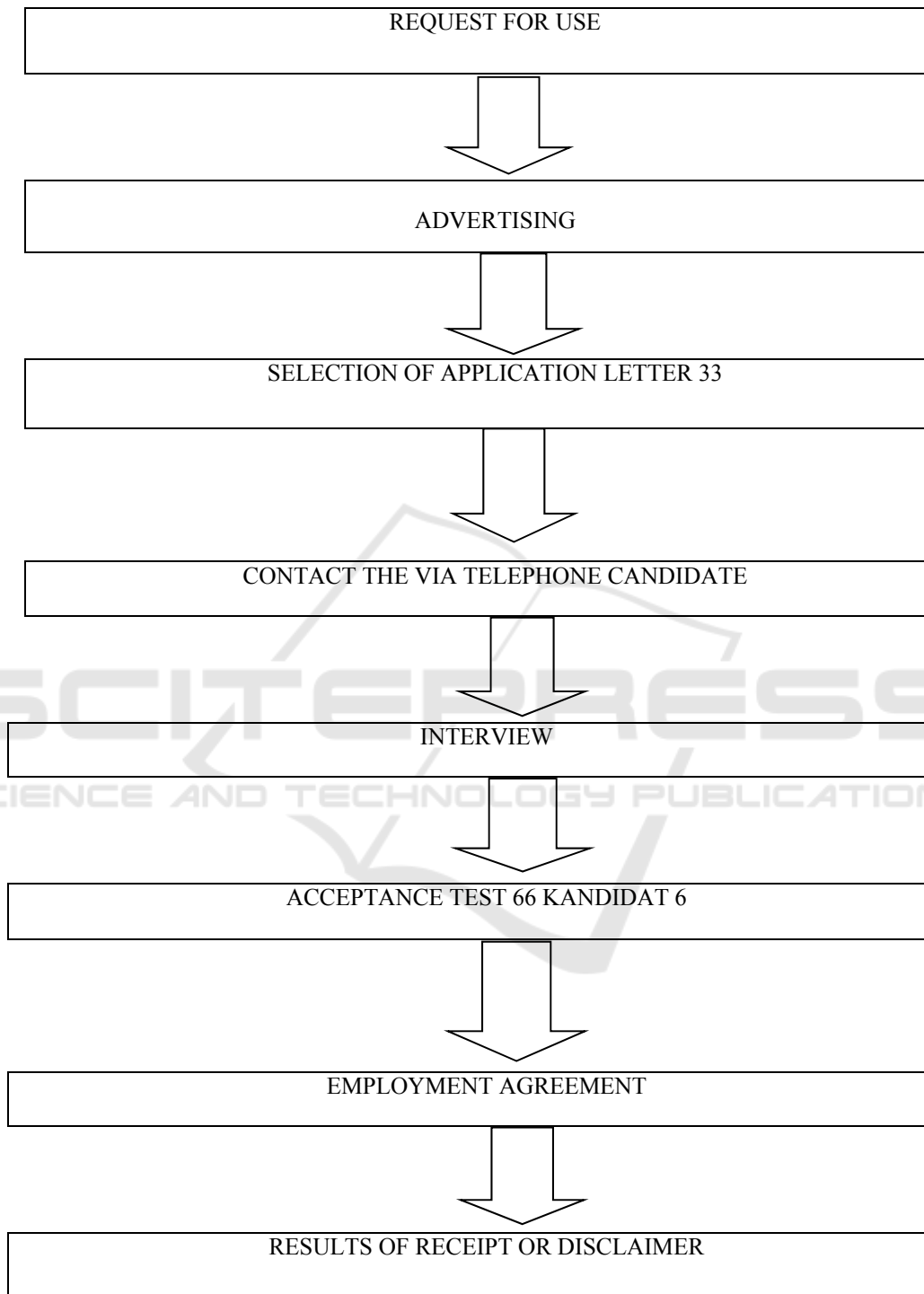
b. Do an interview

c. Conduct research on applicants' backgrounds

d. Conducting research on applicants' knowledge and abilities for their work

e. Evaluate whether prospective applicants can be accepted or rejected as prospective applicants

Recruitment Procedure Framework



3.9 Constraints Faced in the Recruitment Process

- a. Obstacle originating from the organization itself
- b. Constraints originating from prospective human resources to be received
- c. Constraints that come from external in the environment of organization
- d. Obstacle in making the standard as an indicator of the measurement carried out in selecting objectively.
- e. Obstacles in conducting an honest and objective assessment to determine tenant SME candidates.

3.10 Acceptance and Rejection of Prospective Applicants

The company in deciding whether or not an applicant is accepted based on the election results will not pass into a prospective participant.

3.11 Basic Reason for Recruitment

There are basic reasons for the recruitment of organizations in receiving human resources to become members of the organization because:

- a. The existence of organizational activities
- b. The creation of new jobs for the organization
- c. The acceptance of human resources

3.12 Recruitment System

Recruitment is done because of the acceptance of human resources who will become prospective Tenant SMEs at the Business Incubator Center.

The recruitment and selection system is divided into two:

1. Direct system

This recruitment system is directly applied to tenant SME candidates because they already have a business that has the potential to become a new entrepreneur.

- a. Applications that have been entered the first
- b. Tenant work that already exists but still wants to be extended the time of the companion

2. System indirectly

This system is carried out to accept new tenant candidates by:

a. Selective orientation

In this activity where prospective Tenant SMEs Participate in the Exhibition or Cikal Activities, the following year they can register or be accepted as candidates for USU-style Weaving SMEs.

4 RESULTS AND DISCUSSION

In recruiting tenant SME candidates for Universitas Sumatera Utara steps in tenant measure recruitment Universitas Sumatera Utara business incubator and technology center.

4.1 Purpose

As a guideline used by the Incubator in carrying out beginner Entrepreneurial Tenant Recruitment activities at USU CIKAL Business & Technology Incubator.

4.2 Scope

The procedure applies to the process of implementing the incubator candidate tenant recruitment which includes the preparation of the selection team, the preparation of selection documents, preparation of schedules and dissemination of selection activities, the implementation of tenant selection activities consisting of administrative selection, interview selection, site visits and tenant announcements that pass the selection and report on activities.

4.3 Activities Responsible

In the implementation of the Incubation Program Monev procedure, the responsible is the Head of the Incubator.

4.4 Terms and Definitions

- a. Incubation is a process of coaching, mentoring and development provided by the incubator to Tenant.
- b. Tenant is an entrepreneur or start-up who underwent an incubation procedure.
- c. The form is a database object that is used in entering, checking or updating data.
- d. The Team Decree is a Decree containing the provisions of the agency leader regarding the Executing Team in charge of the selection of Tenant candidates.
- e. Need Assessment is a formal approach to data collection in identifying the needs of a group or individual.
- f. The site visit is a term used for the investigation or performance appraisal of groups or individuals, in order to meet the standard set.

4.5 SOP Chart Activity

- a. Compile a prospective tenant selection team (max 2 days)
- b. Formulation of criteria for prospective tenants to be selected (max 3 days)
- c. Delivery of assignment letters to the selection team
- d. Preparation of schedules and implementation of tenant selection socialization

- e. The announcement of tenant registration files
- f. Implementation of administrative selection
- g. Implementation of interview selection for prospective tenants who pass the selection
- h. Implementation of a site visite against prospective candidates
- i. Coordination meetings and providing recommendations
- j. Preparation of the results of the selection of tenant candidates

4.6 Operational Procedures

No.	Description of activities	Implementation	Completeness	output
1	Preparation			
1.1	Formulate a selection team for prospective tenants, consisting of management of incubators, practitioners and stakeholders	Incubation manager	List of CV candidates for the selection team	Decree of the selection team for the selection of tenant candidates
1.2	Determine and develop criteria for prospective tenants and selection procedures	selection team	Bisnis plan MSE and Action plan MSE	Criteria for prospective tenants
1.3	Issue a letter of assignment for the head of the selection team	Manager incubator	Sk selection team	Selection team assignment letter
1.4	Prepare a schedule and material for socializing the selection of prospective tenants	Selection team	Criteria for prospective tenants and selection schedule	Selection and socialization plans Implementation of selection
1.5	Announcement of prospective tenant registration files	selection team	Criteria for prospective tenants	Registration form Needs assessment
2	The selection of tenant candidates			
2.1	Socialization of the implementation of tenant selection	Incubation manager	Rencana sosialisasi seleksi calon tenant	- Brochures / leaflets / banners - Website / social media - Cover letter of socialization schedule
2.2	Acceptance of registration documents for prospective tenants	Incubator Secretariat	Tenant application letter	Receipt of registration file
2.3	Administrative selection	Selection team	Criteria for prospective tenants	Check file completeness
2.4	Interview with prospective tenants regarding the business scope and product development plan	Selection team	- Tenant application letter - Form needs assessment - Interview assessment form	Assessment results from the selection team

2.5	Preparation of assignments for field visits	Manager incubator	- List of prospective tenants - Information on selection team members	Site visite assignment letter
2.6	Business location for prospective tenants	The selection team assigned	- letter of asignment - Results of interview assessment - Form of site visite assessment - Letter of assignme	Report site visite
2.7	Meeting of determination of selection results	Selection team	- Results of interview assessment - Results of site visite assessment	Selection recommendations
2.8	Establish, make sk and announce selection results	Manager incubator	Recommended selection results	- Decree of the selection result - Announcement of selection results

4.7 Criteria for Tenant Candidates

- a. The business fields owned by prospective tenants must be relevant to the incubator's focus area
- b. The resulting product must have an innovative, creative and technology-based product criteria
- c. The business has been running for at least 1-year
- d. The business area is in the area around Medan, Binjai and Deli Serdang
- e. Have a product that is produced by itself
- f. Have motivation and enthusiasm to develop
- g. Fill in the application letter

5 CONCLUSION

Based on research on the recruitment process of prospective SMEs of Business Incubator and Technical Design of USU, it was concluded:

1. The implementation of Tenant SME candidates includes announcements about the opening of vacancies, then filling out the preliminary interview form and then interviewing the direct supervisor, which is carried out systematically and works well.

2. Constraints faced in recruitment processes in prospective SMEs Tenant Business and Technology Incubators USU's style is a mismatch in the answers of prospective applicants for the accumulation of cover letters and the still occurrence of nepotism or entrusting employees to known applicants.

3. the absence of a health test in recruiting prospective applicants so that they are expected to obtain healthy and quality candidates for Tenant SMEs

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