

Abstract

The development of the company depends on the quality of employees who have loyalty and high performance. Human Resource Management (HRM) plays an important role in recruiting, managing, and developing employees to effectively achieve company goals. This study aims to investigate the application of HRM in improving employee performance at PT Dimitra Property, Bandar Lampung, using a descriptive qualitative approach. Data were obtained through interviews, observations, and literature studies. The results showed that the implementation of HRM at PT Dimitra Property was in accordance with the indicators of recruitment, selection, training, development, career planning, employee participation, and performance appraisal. The HRM implemented has met the expected standards, in accordance with Otoo's theory (2019). Good HRM implementation directly improves employee performance, in line with Otoo's (2019) findings. This research provides insights for the management of PT Dimitra Property to improve the effectiveness of their HRM strategies and contribute to the development of HRM theory and practice as a whole.

Keywords: Human Resource Management, Employee Performance, Qualitative Approach, HRM Strategy

Abstrak

Perkembangan perusahaan bergantung pada kualitas karyawan yang memiliki loyalitas dan kinerja tinggi. Manajemen Sumber Daya Manusia (MSDM) berperan penting dalam merekrut, mengelola, dan mengembangkan karyawan untuk mencapai tujuan perusahaan secara efektif. Penelitian ini bertujuan untuk menginvestigasi penerapan MSDM dalam meningkatkan kinerja karyawan di PT. Dimitra Property, Bandar Lampung, menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara, observasi, dan studi literatur. Hasil penelitian menunjukkan bahwa penerapan MSDM di PT. Dimitra Property sudah sesuai dengan indikator rekrutmen, seleksi, pelatihan, pengembangan, perencanaan karir, partisipasi karyawan, serta penilaian kinerja. MSDM yang diterapkan telah memenuhi standar yang diharapkan, sesuai dengan teori Otoo (2019). Penerapan MSDM yang baik secara langsung meningkatkan kinerja karyawan, sejalan dengan temuan Otoo (2019). Penelitian ini memberikan wawasan bagi

manajemen PT. Dimitra Property untuk meningkatkan efektivitas strategi MSDM mereka dan berkontribusi pada pengembangan teori dan praktik MSDM secara keseluruhan.

Kata Kunci: Manajemen Sumber Daya Manusia, Kinerja Karyawan, Pendekatan Kualitatif, Strategi MSDM