SWOT analysis of recruitment process at Badjoe M26 in improvement of business strategy

Rima Nuraini[1], Yelli Eka Sumadhinata[2]
[1,2]Widyatama University
[1]Rima.nuraini@widyatama.ac.id, [2]Yelli.sumadhinata@widyatama.ac.id

Article Info	ABSTRACT
	This research aim to analyze the recruitment process system for employees at the Badjoe M26 Warehouse Store, for knowing how is the recruitment process at the Badjoe M26 Warehouse Store, and for knowing the suitability of recruitment applied at the Badjoe M26 Warehouse Store. Types and approaches used that is Approach Qualitatively analyzed through SWOT analysis. Data collection is done Interview to the shop owner direct, and data from the results Interview then identified about internal and external factors using EFAS (External Strategic Factors Analysis Summary) and IFAS (Internal Strategic Factors Analysis Summary) matrices. score and weight of each internal and external factor like strength (Strength) of 2.88, Weakness is 0.44, Opportunity is 2.1 and Threat is 1.3. The total score of IFAS is 3.32 while the EFAS is 3.4. Research results show that position The Badjoe M26 Warehouse Store is in quadrant I which supports the Growth Oriented Strategy. This result signify the company have a good internal condition and a strong opportunity that will maximize source power more human quality and be capable innovate for successful effort undertaken.

INTRODUCTION

Human resources have a very big role to achieve the success of a company (Briscoe et al., 2012). Every company has a vision and mission to achieve this success, a company needs qualified and competent human resources in their fields. With this, companies need to have systems and procedures in the recruitment process to implement, so that the process runs well (Albrecht et al., 2015). Recruitment is the first step to getting qualified human resources in accordance with the qualifications required by the company. In the next stage, the company conducts a selection process, to determine the placement of human resources in the right position by knowing the capabilities and qualities possessed by prospective employees (Breaugh, 2013; Kumari & Malhotra, 2013).

Human resources must be selected according to the qualifications needed by the community and developed to increase employee experience and employee skills to provide benefits for employees to realize effective, efficient, and high productivity work (Elnaga & Imran, 2013). Human resource recruitment carried out by public organizations and private organizations has three techniques, namely 1) Centralized recruitment technique, 2) Decentralized recruitment technique, and 3) Name request (Marchington et al., 2016). Various studies and experiences of many people in terms of recruitment of human resources show that the obstacles commonly encountered can take three forms, namely constraints originating from the organization concerned, the habits of the job seekers themselves, and external factors originating from the environment in which they live, where the organization moves (Sunyoto, 2012).

The purpose of the recruitment process is to obtain and provide a number of qualified employees for the needs of the selection process. The purpose of this research is to find out the recruitment process at the Badjoe M26 Warehouse Store and to find out the application of the recruitment process that is adapted to existing management theory. where this recruitment process is one way to improve business strategy.

The Badjoe M26 Warehouse Store is a shop that sells leftover export clothes ranging from toddler clothes to adult clothes. Established in 2015, Badjoe M26 Warehouse Store needs to carry out a selective recruitment and selection process in order to create superior employees with high integrity. The recruitment process is a process to find and find prospective workers by identifying the abilities

and qualities possessed by prospective workers to be employed in a company. The recruitment process is usually carried out according to the needs of the store. The Badjoe M26 Warehouse Store first conducts a job analysis to obtain information on the requirements and qualifications of the position needed. Before conducting the recruitment process, the company provides open information regarding job vacancies through the website and social media.

The selection stage for prospective employees is carried out in accordance with management theory, namely first accepting prospective employees, acceptance tests, interviews for selection, health, and psychological tests, and acceptance decisions. The recruitment process and selection stages carried out by the Badjoe M26 Warehouse Shop began with administrative selection, interview tests, trials, and training for 3 months, then the last stage was the decision to hire employees. Problems in the recruitment process in getting employees such as prospective employees who do not comply with the requirements and qualifications of the company (Wood et al., 2013). Therefore, a recruitment process system is needed which is analyzed and re-evaluated so that employee recruitment can run even better (Newington & Metcalfe, 2014; Uggerslev et al., 2012).

The employee recruitment process is one of the strategies to improve the company's business (Sageer et al., 2012). Business strategy is decision-making by the company to achieve the targets and goals of the business itself (Bhasin, 2012). One of them is by increasing quality human resources through the recruitment process. Strategies in human resources to develop and move within the company in accordance with the development of a company (Hecklau et al., 2016). This business strategy itself is not only in recruiting employees but also in recruiting, managing, developing, and retaining good and quality employees in a company. with the right, human resource planning will have good performance and can compete with its competitors.

According to Irsan & Budiman (2020) on SWOT Analysis on the Prototype Design of e-Recruitment Information Systems to assist companies in carrying out the employee recruitment process, it has been proven to be far more effective in the recruitment process, both in terms of time efficiency and effectiveness on the quality of prospective employees participating in the recruitment process. Then, research conducted by Wati et al. (2017) regarding the design of information systems for selection and recruitment of prospective employees through swot analysis states that to reduce or avoid this, a better recruitment system model is needed, namely a computerized system that can carry out the employee recruitment process online.

The company needs to get the right strategy so that it can run effectively and efficiently. SWOT analysis is an analytical tool that is quite effective, fast, and efficient to find the right strategy with the development of the company's vision and mission to achieve the goals to be achieved by a company. The SWOT analysis itself is to maximize existing strengths and weaknesses and minimize weaknesses and threats that arise outside the company. The purpose of this study is also to increase the SWOT analysis value in the long run.

RESEARCH METHODS

Type method in the study this use study qualitative. Study qualitative is research conducted with to do the observation by direct for knowing condition actual subject and object. The subject in the study is the direct owner of Badjoe M26 Warehouse Store, and the Object in the study is Badjoe M26 Warehouse Store. The shop has 36 employees. The Source of data used that is primary data sources, Primary sources are live data sources provide data to the data collector (Sugiyono, 2016). This primary data source is used with the method To do Interviews about the recruitment process and stages of selection of informants. From the result Interview in the form of a profile about the company, vision, and mission company, then regarding the process and stages of selection in recruitment. Data collection in the study this conducted through Interviews with the Store Owner, and To do observation direct Shop for To do the observation straight away. The interview is the process of asking for answers Among researchers and informants with the method face to face advance direct where _ method will get more data incentive and accurate.

In technique, the researcher required to ask as much as possible to obtain data or information in detail . The research location intended by the researcher is Badjoe M26 Warehouse Store located on Jl. Canal Bojongsoang No.26, Baleendah , Kab . Bandung, West Java. After getting information from Shop, then entered into in SWOT matrix, namely IFAS and EFAS to get the conclusion that is effective

and can design strategies in a recruitment process system to get suitable employees with qualifications and get qualified employees at the Badjoe M26 Warehouse Store.

RESULTS AND DISCUSSION
SWOT analysis

The following is a SWOT analysis that has been identified regarding the internal factors of strength (Strength) and weakness (Weakness), then external factors regarding opportunities (Opportunity) and threats (Threat). The weight and rating values are obtained from interviews with the Badjoe M26 Warehouse Store Owner.

Table 1 Matriks IFAS

Internal Factors	Score	Bobot
Strengths		
1. Conducive work environment.	4	0,20
2. Candidate enthusiasm is high.	3	0,15
3. Can communicate directly with the Owner.	4	0,22
4. Adequate employee facilities.	3	0,25
Weakness		
1. The recruitment process takes a long time.	2	0,1
2. External recruitment costs quite a lot	3	0,08
TOTAL	**19**	**1,00**

Table 2 Matriks EFAS

External Factors	Score	Bobot
Opportunity		
1. Prospective employees have the opportunity to become permanent employees.	3	0,30
2. Employees can develop skills.	3	0,35
Threat		
1. Prospective employees who do not meet the company's qualifications.	3	0,25
2. There are quite a lot of competitors.	1	0,10
TOTAL	**10**	**1,00**

IFAS Matrix

After identifying the Internal and External factors. Then these factors are entered into the EFAS and IFAS tables. This value is obtained by weighing and giving a rating according to the company's needs. With a weight of (0,0) Not important to (1,0) very important. Then each factor is rated or rated starting with:

4= Ultimate Strength
3= Small Strength
2= Minor Weakness
1= Major Weaknesses

By multiplying the weight and rating to get the total IFAS score, you can find the right strategy.

Table 3 Matriks IFAS

Internal Factors	Score	Bobot	Bobot x Score
Strengths			
1. Conducive work environment.	4	0,20	0,8
2. Candidate enthusiasm is high.	3	0,15	0,45
3. Can communicate directly with the Owner	4	0,22	0,88

Internal Factors	Score	Bobot	Bobot x Score
4. Adequate employee facilities.	3	0,25	0,75
TOTAL STRENGTH			**2,88**
Weakness			
1. The recruitment process takes a long time.	2	0,1	0,2
2. External recruitment costs quite a lot	3	0,08	0,24
TOTAL Weakness	**19**	**1,00**	**0,44**
TOTAL IFAS	**2,88+0,44**		**3,32**

Based on table 3 above, the highest value of the IFAS matrix is at a Strength of 2.88 while the Weakness is 0.44. Then the value of strength can be used as the basis of policy.

EFAS Matrix

The EFAS matrix is identified to determine the opportunity and threat factors and provides a weight and rating assessment to determine the company's external conditions. Then these factors are entered into the EFAS and IFAS tables. This value is obtained by weighing and giving a rating according to the company's needs. With a weight of (0,0) Not important to (1,0) very important. Then each factor is rated or rated starting with:
4= Ultimate Strength
3= Small Strength
2= Minor Weakness
1= Major Weaknesses
By multiplying the weight and rating to get the total IFAS score, you can find the right strategy.

Table 4 Matriks EFAS

External Factors	Score	Bobot	Bobot x Score
Opportunity			
1. Prospective employees have the opportunity to become permanent employees.	4	0,30	1,2
2. Employees can develop skills.	3	0,35	0,9
TOTAL OPPORTUNITY			**2,1**
Threat			
1. Prospective employees who do not meet the company's qualifications.	2	0,25	0,5
2. There are quite a lot of competitors.	1	0,10	0,8
TOTAL THREAT	**10**	**1,00**	**1,3**
TOTAL EFAS	**1,8+1,3**		**3,4**

Based on the data in table 4 above, the highest value in the EFAS matrix is Opportunity at 1.8 while Threat is at 1.7. Then the value of opportunity can be used as a policy basis. External factors have the aim of developing existing opportunities and avoiding those that are threats to the company.

SWOT Analysis quadrant diagram

According to Rangkuti (2013), the SWOT analysis is divided into four main quadrants which have different strategies for each quadrant. The image of the SWOT analysis quadrant diagram and its explanation is as follows:
o Quadrant I: The condition of the company is very profitable. The company has opportunities and strengths so that the company can grow quickly and effectively.
o Quadrant II: The company faces several threats from outside the company, but has the power to maximize existing opportunities.
o Quadrant III: The company has enormous opportunities and can minimize existing weaknesses.

o Quadrant IV: The company is in a very unfavorable position, trying to get threats from outside, and has internal weaknesses owned by the company.

From the calculations that have been carried out, the total value of IFAS is 3.32, where the Badjoe M26 Warehouse Store uses strengths to overcome weaknesses. While the total value of EFAS is 3.5, where the Badjoe M26 Warehouse Store takes advantage of existing opportunities and avoids threats to the company.

The total value of each Internal and External factor with details of Strength is 2.88, Weakness is 0.44, Opportunity is 2.1 and Threat is 1.3. It is known that the difference in the score between strengths and weaknesses is 2.44 and the difference in the score between opportunities and threats is 0.8. Then it can be determined the relative position of the company is located at the coordinates (2,1;2,88)
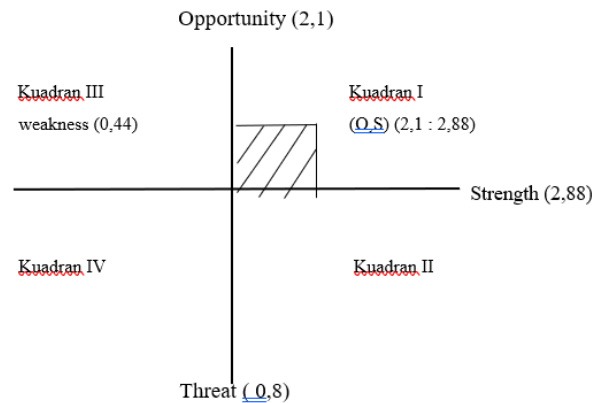

Figure 1 quadrant chart

Judging from the quadrant diagram, the position of the Badjoe M26 Warehouse Store is in quadrant I. Quadrant I explains that the Badjoe M26 Warehouse Store has great strengths and opportunities so that the company can avoid existing threats. This company's condition supports the Growth Oriented Strategy policy. This is where the company must create a strategy to take advantage of its strengths and take advantage of opportunities as much as possible. So that the company can improve its business strategy.

The strategy that can be used by the company is progressive because the company's strong position allows the company to continue to expand and increase the company's growth.

CONCLUSION

Badjoe M26 Warehouse Store has a strategy to increase source power man with how to strategy the recruitment process. Recruitment process conducted in accordance with needs company, then To do gift information related recruitment through websites and social media. The recruitment process is conducted in accordance with specified qualifications, with a number of stages that is through selection administration, selection interviews, and conduct trials for 3 months. The step final is the decision of reception employees. Type approach taken by researchers that is type approach qualitative through method Analyzed SWOT analysis use EFAS and IFAS matrices for getting the maximum strategy for Badjoe M26 Warehouse Store.

SWOT analysis has a role for increase development because analysis and strategy can become reject measuring for development the way company. Based on the results of research with the SWOT method, you can be concluded that position The Badjoe M26 Warehouse Store is at the point quadrant I (positive, positive) shows position company has a very good internal condition and is strong. The results score and weight IFAS and EFAS matrices consisting of Strength are 2.88, Weakness is 0.44, Opportunity is 2.1 and Threat is 1.3. Badjoe M26 Warehouse Store trying for maintaining a system good recruitment in accordance with the stages that have been set to get source power quality human where source power Humans are very influential for continuity company, and can utilize opportunities that exist and can innovate to avoid from threat for the company alone. Position company moment this strong and possible for increase growth and achieve more goals maximum.

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