

INTISARI

Pada tesis ini penulis meneliti tentang praktik dan strategi MSDM pada usaha mikro kecil dan menengah (UMKM) studi kasus di Kedai Supertelur Taliroso . Pendekatan yang digunakan adalah teori MSDM yang di kembangkan oleh Gary Dassel untuk mengetahui sejauh mana praktik MSDM dilakukan di Kedai Supertelur Taliroso dan Analisis SWOT digunakan untuk mengetahui strategi MSDM yang seyogyanya dilakukan oleh Kedai Supertelur Taliroso.

Data dalam penelitian ini diperoleh dari hasil wawancara kepada karyawan Kedai Supertelur Taliroso, relasi, konsultan bisnis serta hasil dari pengamatan lapangan di cabang-cabang Kedai Supertelur Taliroso. Data relevan lainnya diperoleh dari data sekunder yakni; dokumen perusahaan, website resmi perusahaan serta beberapa surat kabar yang memuat tentang Kedai Supertelur Taliroso.

Hasil penelitian menunjukkan bahwa, praktik MSDM telah dilaksanakan di Kedai Supertelur Taliroso walaupun masih dalam skala kecil yakni proses; rekrutmen, seleksi, pelatihan, kompensasi dan penilaian kinerja. Dari analisa SWOT diketahui bahwa Kedai Supertelur Taliroso berada pada posisi dimana kekuatan dan peluang perusahaan lebih besar dibandingkan dengan kelemahan dan ancaman yang dihadapi oleh perusahaan maka seyogyanya Kedai Supertelur Taliroso menempuh strategi pertumbuhan.

Kata kunci: umkm; msdm; analisis; swot; praktik; strategi

SUMMARY

In this thesis the writer conducted a study on *MSDM* practice and strategy within micro, small, and medium enterprises (MSME), a case study on *Kedai Supertelur Taliroso*. A theory on human resource management (HRM) developed by Gary Dassel was applied as the approach to know how far HRM practice was conducted in *Kedai Supertelur Taliroso*. SWOT analysis was applied to know the proper HRM practice that should be done by *Kedai Supertelur Taliroso*.

The data of this study were collected from the results of interviews to the employees of *Kedai Supertelur Taliroso*, its relations and business consultants, as well as field observation on its branches. Other relevant data were derived from the secondary data in the form of company documents, official company website, and some newspapers reporting *Kedai Supertelur Taliroso*.

Results of the study showed that HRM practice had been conducted in *Kedai Supertelur Taliroso* though it was still in small scale that is recruitment process, selection, training, compensation, and performance assessment. Based on the SWOT analysis it was known that *Kedai Supertelur Taliroso* was in the position where company's strengths and opportunities were greater than its weaknesses and threats; so *Kedai Supertelur Taliroso* should take growth strategy.

Key words: MSME; HRM; analysis; SWOT; practice; strategy