

ABSTRACT

PT. Pos Indonesia is a company engaged in the postal service. Where in the era of globalization, PT. Pos Indonesia should be able to compete to confront other competitors such as TIKI, JNE, FedEx, etc. to pursue a more superior position in the eyes of consumers. In order to maintain consistency among both National and International, PT. Pos Indonesia should have a competitive strategy as the foundation of the competition. The competitive strategy that will be selected by PT. Pos Indonesia should be supported by human resources that have a role appropriate behavior in order to run the competitive strategy. To get the human resources that have the appropriate role behavior with competitive strategy takes the role of human resource management in the process and shape the behavior, attitudes, human resources accordingly.

This research will be measured on the fit between the role of human resource management of PT. Pos Indonesia to the role of human resource management according to Schuller criteria by implementing competitive strategy will be chosen by the company refers to Porter's competitive strategy in order to gain and shaping role in the behavior of employees needed to run the competitive strategy. With the measurement is expected to provide a tool to determine what factors are the subject of evaluation and improvement of human resource management roles that will be able to contribute directly to the implementation of the strategy to compete in the PT. Pos Indonesia.

Keywords: competitive strategy, HR Management, Role Behavior, Schuler, Porter