

ABSTRACT

The Indonesian economy is dominated by MSMEs (Micro, Small and Medium Enterprises). MSMEs have a very important role because it can absorb labor and also contribute to GDP (Gross Domestic Product). CV. Kota Agung is one of MSME which has been established since 2006. This company also contribute to environmental sustainability by being a pioneer of tree planting. However, the company is experiencing problems in the management of human resources which urgently addressed immediately

This study aims to determine the managerial functions and operational functions of human resource management applied in the CV. Kota Agung. In addition, in this study aims to determine which functions should be improved by CV. Kota Agung. By requiring human resource management it can improve company performance.

Data collection techniques in this study by conducting interviews with five interviewees. The interviewees are the director, deputy director, and the three heads of the branch CV. Kota Agung. This study uses a qualitative method because the condition of the object being studied naturally and the researcher as the main instrument.

The results found in this study are CV. Kota Agung has not implemented the overall managerial function of human resource management. Planning, organizing, controlling have not been well implemented. In addition, Cv Kota Agung also has not implemented the operational function of human resource management as a whole. Procurement, development, compensation, maintenance and dismissal have not been well implemented

Based on the results of research, managerial functions and operational functions of human resource management have not been applied properly in CV. Kota Agung. It is advisable to improve managerial function (planning, organizing, controlling) and operational functions (procurement, development, compensation, maintenance and dismissal) as it can lead to many adverse impacts, such as poor quality of company performance, company objectives can not be achieved effectively, etc.

Keywords: SMEs, Human Resource Management, Managerial Function, Operational Function

