

ABSTRACT

This research aims to provide an overview of how the start-up Flowerry Florist employs its staff using job analysis. This research can be used to review or improve how management and employees perform their tasks. The objective of this research is to understand well the duties and responsibilities of each position, so the start-up can improve efficiency in daily task execution.

This research employs a descriptive qualitative method by involving direct interviews with all staff of Flowerry Florist. The author uses this method to obtain information about job analysis through SOP, job description, and job specification at the start-up Flowerry Florist. The results of this research produce job analysis consisting of standard operating procedures (SOP), job descriptions, and job specifications, each having a significant role in ensuring the efficiency and effectiveness of the company's operations.

The conclusion of this research successfully identifies several key findings that can be summarized, such as the SOPs implemented in various divisions like HR & General Affairs, Production, Finance, and Marketing help organize a clear and structured workflow, allowing each division staff to perform their duties and responsibilities well. The job description provides a detailed overview of the tasks and authority of each position, from the CEO to staff in each division, ensuring that the company's operations run smoothly, efficiently, and well-organized in every position. Meanwhile, the job specification determines the age requirements, gender, special skills, education, and relevant experience for each position to ensure that every position is filled by competent individuals.

Keywords: *SOP, job description, job specification, start-up*