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HUMAN RESOURCES MANAGEMENT STRATEGY BASED ON COMPETENCE PARTY NASIONAL DEMOKRAT PERIOD 2019 - 2024

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Abstract

KPU of Bandar Lampung City has carried out the Open Plenary Meeting Determination of the Obtained Seat of Political Parties and Elected Candidates of Bandar Lampung City DPRD Election in 2019, Monday (12/8), Nasdem ranked sixth by sending five representatives to the DPRD of Bandar Lampung City. Paying close attention to the composition of the management that has now been carried out a deeper search of the management of DPD NasDem Bandar Lampung City which includes background, education, competence (knowledge, skills, experience) to find data / facts not in accordance with the actual / reality. The research method used was qualitative Gap analysis. The results of research conducted according to the spancer & spancer dictionary obtained the highest gap is ORGANIZING AWARENESS (ORGANITATIONAL AWARENESS, OA) Dimension B. Power of organizational understanding, while the lowest gap is THE SPIRIT TO ACHIEVE or TO ACHIEVE THE WORK TARGET (ACHIEVEMENT ORIENTATION, ACH) the next of the lowest Gap will be held trainings to improve competence in particular to excel and to do employment targets

Keywords: Strategy, HRM, Competence

1. INTRODUCTION

Party Nasional Demokrat (Nasdem) is a political party that was inaugurated at the Mercure Hotel Ancol, North Jakarta on July 26, 2011. The party is supported by Surya Paloh who is the founder of the organization with the same name, namely the Nasional Demokrat. Party Nasdem carrying the idea of Indonesian Restoration, and does not depend on figures alone. Party Nasdem founded by young people of

the movement (activists) who bring new hope and do not inherit sin and the burden of the status quo. The NasDem Party is not a past party that only talks of the past, but a future party that will be present 24 hours in the middle of the people, not the type of party that comes only before the election (Indonesian Restoration NasDem Party 2011). KPU of Bandar Lampung City has carried out the Open Plenary Meeting Determination of the Obtained Seat of Political Parties and Elected Candidates of Bandar Lampung City DPRD Elections in 2019, Monday (12/8) the activity that took place at the Novotel Hotel determined 50 candidates for the law members to be elected as City DPRD members Bandar Lampung in the 2019 elections. Nasdem ranked sixth by sending five representatives to the DPRD of Bandar Lampung City. Political parties must consistently link and translate their political ideologies into messages and political issues that can be easily understood by the public while touching public problems. As a new party, the NasDem party will definitely be very aggressively seeking a mass of supporters so that the vote acquisition in the 2024 election is not inferior to the old party which already has its own voter segment.

2. LITERATURE REVIEW

Strategy

According to Mastuki H.S (2003) Strategy is as an act of adjustment to react to certain environmental situations (new and unique) that can be considered important, where the act of adjustment is made consciously based on reasonable considerations. According to Gaffar (2004), understanding that strategy is a plan that has a comprehensive and integrative way that can be used as a guide to work, fight and do to win the competition. Strategy is also a powerful and unavoidable management instrument, not only for survival and winning competition, but also for growth and development. According to Syaiful Sagala (2007) said that strategy is a comprehensive plan that integrates all resources and capabilities that have a long-term goal to win the competition. Meanwhile according to Martin (2004) argues that strategy is defined as a unified, comprehensive and integrated plan. These three components relate to the company's strategic advantages designed to make sure that the main goals of planning can be achieved through proper implementation by the company. Put together means that the strategy binds all important and comprehensive aspects, meaning that the strategy covers all important and integrated aspects. Strategy is defined as a plan that is harmonious and mutually compatible with one another. From the description of some of the

opinions above it can be concluded that the Strategy is a comprehensive / comprehensive plan and is a very important factor in management between one part and another connected / integrated to do long-term goals for the achievement of the goal of victory.

Human Resources Management

According to Mondy and Noe (Larasati, 2018) define human resource management as the utilization of human resources to do organizational goals. According to Malayu S.P Hasibuan (Larasati, 2018) said that HRM is the science and art of regulating the relationships and roles of the workforce to be effective and efficient in helping the realization of company, employee and community goals. According to Hani Handoko (Larasati, 2018) said that HRM is the withdrawal, choice, development, maintenance and use of human resources to do person and organizational / company goals. According to Boone & Kurtz (Larasati, 2018) said that HRM is a function to attract, develop and keep employees who have the qualifications to carry out activities needed to do organizational goals. According to Henry Simamora (Larasati, 2018) said that, HRM (human resource management) is the empowerment, development, assessment, and management of members of the organization or group of employees, and according to A.F. Stoner, HRM is an ongoing procedure that aims to supply an organization or company with the right people to be placed in the right place and place when the organization needs it. From the description of the opinion above it can be concluded that the HRM science or art that regulates all aspects of both the use, development, management, assessment to carry out activities that are effective and efficient for the achievement of organizational / company goals.

Competence

Competence according to Spencer and Spencer (1993) is "skills, knowledge, basic attitudes and values that are reflected in the habits of thinking and acting that are developing, dynamic, continuous (continuous) and can be achieved every time". The underlying characteristics of a person and related to the effectiveness of individual performance in their work. The definition of competence as a skill or ability is also put forward by Robert A. Roe (2001) as follows; "Competence is defined as the ability to adequately perform a task, duty or role. Competence integrates knowledge, skills, personal values and attitudes. Competence builds on knowledge and skills and is acquired through work experience and learning by doing ". Competence can be described as the ability to carry out a task, role or task,

the ability to integrate knowledge, skills, attitudes and personal values, and the ability to build knowledge and skills based on experience and learning done. According to Nur Effendi (2015) Competence is a behavior that is observed and measured. This observable behavior can be manifested in the form of knowledge, skills, experience. However, competencies are not formed in a simple way. In addition to behavior that is seen on the surface, competence actually has a depth that is difficult to predict. Competence is like an iceberg where what is seen is only observable behavior, while beneath the surface there is enormous potential which actually determines one's real competence. Improved human resource management performance can be created through a larger system called Competency-Based Human Resource Management (CBHRM). The core of competency-based human resource development is the required office competency compared to each competency. All aspects of human resource management are always associated with competencies that are owned and needed to occupy a place. From the description of the opinion above it can be concluded that competence is the ability to carry out tasks and integrate basic skills / knowledge which are reflected in the patterns of thinking and acting that are dynamically developing and continuously and can be achieved at any time.

3. RESEARCH METHOD

In this study the type of research is qualitative Gap Analysis. There are two important things that can affect the quality of research data, namely the quality of research instruments and the quality of data collection (Sugiyono, 2017). In this study, the research instrument or tool is the researcher himself. Researchers acting as human instruments will determine the focus of research, select informants as sources of data, collect data, assess data quality, analyze data interpreting data and make conclusions from the results obtained.

The data collection techniques used are as follows: (1) Interview, where the author held a question and answer to respondents or officers appointed to collect data and information, (2)Observation, by making direct observations on the object understudy, (3) Documentation, which is a technique for collecting data on how to trace supporting literature, official documents, newspaper articles and magazine journals relating to the DPD Party of the City of Bandar Lampung, (4) Triangulation, combining the results of interview techniques, observation, and documentation.

Primary data, is data obtained or collected by researchers directly from the data source, primary data is also called original data or new data that has the nature of up to date to obtain primary data, researchers must collect directly. Techniques that researchers can use to collect primary data are interviews, taking selected informants using purposive sampling methods. According to Moleong (2011) purposive sampling means intentional sampling technique, the researcher determines the sample itself because there are certain considerations. Based on these explanations, the criteria set for obtaining informants in this study are: (1) The informant is aware of the conditions and situation of the DPD NasDem Bandar Lampung City, (2) The informant is the Chairperson, Secretary, Cadre or Board member of the DPD NasDem Bandar Lampung City, (3) Based on this, the informants in this study are as follows: (a) Chairperson of the City Council of the Lampung City NasDem Party., (b) Secretary of the City Council of the Lampung City NasDem Party, (c) Board Member Period 2019-2024 DPD NasDem Party Bandar Lampung City, (d) Executive Board/Cadre DPD of Bandar Lampung NasDem Party. Secondary Data, is data obtained from the DPD of the Bandar Lampung City NasDem Party in the form of documents or reports and various other sources consisting of personal letters, diaries, notes, up to official documents from the City NasDem DPD Party Bandar Lampung, study results, survey results and others relevant to this research.

4. FINDINGS AND DISCUSSION

From the interview resumes, get the Ideal and Actual Competency Keywords according to the Spancer & Spancer Competency Dictionary as attached, as follows: Strengthening the party/consolidation in each electoral district, introducing themselves to the community about development programs, Absorbing people's aspirations to be implemented, calculate the strengths and weaknesses of legislative candidates, carry out restructuring of party officials, build communication with the public before the implementation of legislative elections.

From the discussion above, a gap between the ideal and the actual is explained as follows for Gap Analyst:

Keyword no.1 with Gap/distance of 5 levels is ORGANITATIONAL AWARENESS (OA) Dimension B. Organizational understanding. Keyword no.2

with a gap of 5 levels is RELATIONSHIP BUILDING (RB) Dimensions A. Intensity of actions taken to influence others, Dimension B. Extent of impact in building relationships, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging group work. Keyword no.3 with a gap of 5 levels is RELATIONSHIP BUILDING (RB) Dimensions A. Intensity of actions taken to influence others, Dimension B. Extent of impact in building relationships, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging group work. Keyword no.4 with a gap of 5 levels is ORGANITATIONAL AWARENESS (OA) Dimension B. Freedom from organizational understanding, TEAM WORK (TW) Dimension A. Intensity and seriousness in encouraging group work. Keyword no.6 with a Gap/distance of 5 levels is RELATIONSHIP BUILDING (RB) Dimension A. Intensity of actions taken to influence others, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging work group.

Keyword no.1 with a gap of 4 levels SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension A: Intensity and Completeness, Dimension B. Impact of achievement / effort carried out, magnitude of influence (applies if ACH competency level) A 3 or more, PROACTIVE (INITIATIVE, INT) Dimension A. Time: Range of decisions taken for the past, present or future opportunity, SEEKING INFORMATION (INFORMATION SEEKING, INFO), BUILDING RB WORK RELATIONS (RELATIONSHIP BUILDING) Dimension B. Extent of impact in building relationships, SELF-CONTROL, SCT, SELF-CONFIDENCE, SCF Dimension A. Self-confidence in facing challenges or risks, FLEXIBILITY (FLX) Dimension A. The amount of change made to adapt. Keyword no.2 with a gap of 4 levels SPIRIT FOR BEPRESTATION or FOR ACHIEVEMENT ORIENTATION, ACH Dimension A: Intensity and completeness, PROACTIVE (INITIATIVE, INT) Dimension A. Time: Range of decisions taken for time past, present or future opportunity, SEEKING INFORMATION (INFORMATION SEEKING, INFO), IMPACT & INFLUENCE (IMPACT AND INFLUENCE, IMP), Dimension B. Extent of influence, understanding or network. Keyword no.3 with a gap of 4 levels SPIRIT FOR BEPRESTATION or FOR ACHIEVEMENT ORIENTATION, ACH Dimension A: Intensity and completeness, PROACTIVE (INITIATIVE, INT) Dimension A. Time: Range of decisions taken for time past, present, or future opportunity, SEEKING INFORMATION (INFORMATION SEEKING, INFO), IMPACT & INFLUENCE (IMPACT AND INFLUENCE, IMP) Dimension B.

Extent of influence, understanding. Keyword no.4 with a 4 level gap is SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH Dimensions A: Intensity and completeness, PROACTIVE (INITIATIVE, INT) Dimension A. Time: Range of decisions taken for past, present, or future opportunity, SEEKING RB INFORMATION (SEEKING, INFO), IMPACT AND INFLUENCE, IMP Dimension B. Extent of influence, understanding or network, building RELATIONSHIP BUILDING (RELATIONSHIP BUILDING) RB Dimension B. Extent of impact in building relationships.

Keyword no.1 with a gap / distance of 3 levels is TEAM WORK GROUP COOPERATION, Dimension A. Intensity and seriousness in encouraging group work, ANALITICAL THINKING, AT Dimension A. Complexity Analysis or difficulty level. Keyword no.2 with a gap / distance of 3 levels is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension B. Impact of achievement / effort made, magnitude of influence (applies if ACH competency level is A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Self-encouragement, the amount of effort done related to a job, TEAM WORK, TE, TW Dimension B. Size of team involved, Dimension C Size of effort or initiative to encourage work group, THINK ANALYTICAL (ANALITICAL THINKING, AT) Dimension B. Size of the Problems Faced, FLEXIBILITY (FLEXIBILITY, FLX) Dimensions A. The magnitude of the changes made to adapt, COMMITMENT TO ORGANIZATIONS (ORGANITATIONAL COMMITMENT, OC). Keyword no.3 with a gap / distance of 3 levels is PROACTIVE (INITIATIVE, INT) Dimension B Encouragement from within oneself, the amount of effort done related to a job, COOPERATION (TEAM WORK), TW Dimension C The amount of effort or initiative to encourage group work, ANALITICAL THINKING, AT) Dimension B. Size of the Problem Faced, CONFIDENCE (SELF-CONFIDENCE, SCF) Dimension A. Confidence in yourself in facing challenges or risks, FLEXIBILITY (FLEXIBILITY, FLX) Dimensions A. The magnitude of the changes made to adapt, COMMITMENT TO ORGANIZATIONS (ORGANITATIONAL COMMITMENT, OC). Keyword no.4 with a gap / distance of 3 levels is PROACTIVE (INITIATIVE, INT) Dimension B Encouragement from within oneself, the amount of effort done related to a job, COOPERATION (TEAM WORK), TW Dimension B. Team size involved, Dimension C The amount of effort or initiative to encourage group work, ANALITICAL THINKING (AN) ANALITICAL THINKING, AT) Dimension B. Size of the problem at hand, CONFIDENCE (SELF-CONFIDENCE, SCF) Dimension A. Confidence in yourself in facing challenges or risk, FLEXIBILITY

(FLEXIBILITY, FLX) Dimensions A. The magnitude of the changes made to adapt, COMMITMENT TO ORGANIZATIONS (ORGANITATIONAL COMMITMENT, OC). Keywords no.5 with a gap of 3 levels are COOPERATION TEAM WORKS, TW Dimensions A. Intensity and seriousness in encouraging group work, Dimension B. Size of teams involved, Dimension C. Size of effort or initiative for encourage group work, COMMITMENT TO ORGANIZATIONS (ORGANITATIONAL COMMITMENT, OC). Keyword no.6 with a gap / distance of 3 levels is SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension B. Impact of achievement / effort undertaken, magnitude of influence (applies if ACH competency level is A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Self-impulse, the amount of work done related to a job, ANALITICAL THINKING (AT) Dimension A. Dimension A. Complexity of Analysis or level of difficulty of analysis, FLEXIBILITY (FLEXIBILITY, FLX) Dimension A The magnitude of the changes made to adapt.

Keyword no.1 with a gap of 2 levels is ORGANITATIONAL AWARENESS, OA Dimensions A. In organizational understanding, the ability to direct / give the order, give direction, analysis, analysis) Dimension B. Size of the problem faced, COMMITMENT TO ORGANIZATIONS (ORGANITATIONAL COMMITMENT, OC). Keyword no.2 with a gap of 2 levels is IMPACT AND INFLUENCE, IMP. Dimensions A. Actions to influence others (Number & difficulty of action) ABILITY TO DIRECT / GIVE COMMANDS (DIRECTIVINESS, DIR) Dimensions A. Intensity briefing, ANALITICAL THINKING (AT) Dimension B. Size of the problem faced, ANALITICAL THINKING, AT Dimension A. Complexity of Analysis or level of difficulty of analysis. Keyword no.3 with a gap / distance of 2 levels is SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension B. Impact of achievement / effort done, magnitude of influence (applies if ACH competency level is A 3 or more), IMPACT AND INFLUENCE, IMP. Dimensions A. Actions to influence others (Number & difficulty of action) ABILITY TO DIRECT / GIVE DIRECTIVINESS, DIR) Dimension A. Intensity of direction, THINK ANALYTIS (ANALITICAL THINKING, AT) Dimension Size of the problem faced, TEAM WORK, TW Dimensions B. Size of the team involved, THINK ANALYTICAL (ANALITICAL THINKING, AT) Dimension A. Complexity of Analysis or level of difficulty of analysis. Keyword no.4 with a gap / distance of 2 levels is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension B. Impact of achievement / effort made, magnitude of influence (applies if ACH competency level A 3 or more), IMPACT

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AND INFLUENCE (IMP) Dimensions A. Actions to influence others (Number & difficulty of action), ORGANITATIONAL AWARENESS (OA) Dimensions A. In organizational understanding, ANALITICAL THINKING (ANALITICAL THINKING, AT) Dimension AG Complexity of Analysis or level of difficulty of analysis. Keyword no.5 with a gap of 2 levels is DIRECTIVINESS Dimension A. Complexity A. Intensity of direction, Dimension B. Number and level of people directed, THINK ANALITIS (ANALITICAL THINKING, AT) Dimension A. Complexity A. Intensity of direction, Dimension B. Number and level of people directed, THINK ANALITIS (ANALITICAL THINKING, AT) Dimension A. Complexity A. Complexity briefing, Dimension B. Analysis or level of difficulty of analysis, Dimension B. Size of the problem at hand. Keyword no.6 with a gap of 2 levels is DIRECTIVINESS, DIR) Dimension A. Direction of intensity, THINKING ANALYTICAL (ANALITICAL THINKING, AT) Dimension B. Size of the Problem being faced, DIRECTIVINESS, DIR) Dimension A. Intensity of direction, THINK ANALYTICAL (ANALITICAL THINKING, AT).

Keyword no.1 with a gap / level of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, the effort to make something new, different action ideas, apply to the organization's work context (applies to ACH competency level A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Dimension B Self-impulse, the amount of effort done related to a job, BUILDING RB WORKING (RELATIONSHIP BUILDING) Dimension A. to influence other people. Keyword no.2 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. The degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more). Keyword no.3 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. The degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more). Keyword no.4 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more), RB BUILDING RELATIONSHIP BUILDING Dimensions A. The intensity of actions taken to influence others. Keywords no.5 with Gap / distance 1 level is ZEAL TO beprestasi or TO ACHIEVE TARGET WORK (ACHIEVEMENT ORIENTATION, ACH)

Dimensions C. The degree of innovation, the effort to create something new, different kind of action ideas, in the context of the organization's work (applicable to ACH competency level A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Self-encouragement, the amount of work done that is related to a job. Keyword no.6 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, effort to make something new, different action ideas, apply to the organization's work context (applies to ACH A competency level 3 or more).

5. CONCLUSION

From the explanation above, it can be concluded that there is a Gap starting at the highest level, namely level 5 is: Keyword no.1 with Gap/distance of 5 levels is ORGANITATIONAL AWARENESS, OA) Dimension B. Extent of organizational understanding. Keyword no.2 with a gap of 5 levels is RELATIONSHIP BUILDING (RB) Dimensions A. Intensity of actions taken to influence others, Dimension B. Extent of impact in building relationships, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging group work. Keyword no.3 with a gap of 5 levels is RELATIONSHIP BUILDING (RB) Dimensions A. Intensity of actions taken to influence others, Dimension B. Extent of impact in building relationships, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging group work. Keyword no.4 with a gap of 5 levels is ORGANITATIONAL AWARENESS (OA) Dimension B. Freedom from organizational understanding, TEAM WORK (TW) Dimension A. Intensity and seriousness in encouraging group work. Keyword no.6 with a Gap/distance of 5 levels is RELATIONSHIP BUILDING (RB) Dimension A. Intensity of actions taken to influence others, TEAM WORK (TW) Dimensions A. Intensity and seriousness in encouraging work group.

Then the lowest level that is level 1 is Keyword no.1 with a gap / level of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, the effort to make something new, different action ideas, apply to the organization's work context (applies to ACH competency level A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Dimension B Self-impulse, the amount of effort done related to a job, BUILDING RB WORKING (RELATIONSHIP BUILDING) Dimension A. to influence other people. Keyword no.2 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C.

The degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more). Keyword no.3 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. The degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more). Keyword no.4 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, the effort to make something new, different action ideas, apply to the work context of the organization (applies to ACH competency level A 3 or more), RB BUILDING RELATIONSHIP BUILDING Dimensions A. The intensity of actions taken to influence others. Keywords no.5 with Gap / distance 1 level is ZEAL TO beprestasi or TO ACHIEVE TARGET WORK (ACHIEVEMENT ORIENTATION, ACH) Dimensions C. The degree of innovation, the effort to create something new, different kind of action ideas, in the context of the organization's work (applicable to ACH competency level A 3 or more), PROACTIVE (INITIATIVE, INT) Dimension B Self-encouragement, the amount of work done that is related to a job. Keyword no.6 with a gap / distance of 1 level is the SPIRIT FOR BEPRESTATION or ACHIEVEMENT ORIENTATION, ACH) Dimension C. Degree of innovation, effort to make something new, different action ideas, apply to the organization's work context (applies to ACH A competency level 3 or more).

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