

HUMAN RESOURCE MANAGEMENT COUNSELING IN IMPROVING PERFORMANCE AT BUMI PERSADA UNIVERSITY

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Abstract

This community service project is titled "Human Resource Management Counseling to Improve Performance at Bumi Persada University." The purpose of this community service is to provide guidance and counseling to lecturers and staff regarding the elements of human resource management. This counseling aims to enhance their insight and knowledge. The implementation method for this community service project is carried out through several activities: the survey stage, where socialization is carried out by preparing various points to be presented during the community service activity, including: preparing the material to be presented, developing a schedule for the presentation, and conducting a site survey. The socialization stage, where a meeting with Bumi Persada University officials is conducted prior to the community service activity to convey the intent and purpose of the community service. This stage also establishes collaborations and determines the community service schedule. The community service implementation team consists of four lecturers from the Faculty of Economics and Business, Management Study Program. The community service team provides material on Human Resource Management, Management, the Definition of Human Resource Management, Reward Systems, Educational Quality, and Performance.

Keywords: *Human Resource Management, Performance Improvement.*

INTRODUCTION

Education is a long-term investment that plays a strategic role in national development. Through education, a country can prepare qualified human resources to face global challenges (Hidayat & Fitria, 2021). The primary goal of education is to improve the competence and quality of human resources so they can contribute to the progress of organizations and society. One of the crucial components in improving the quality of education is lecturers. Lecturers hold a central position as the primary drivers of the learning process. Therefore, lecturers' competence and professionalism need to be continuously developed to enable them to adapt to developments in science and technology (Siregar et al., 2020). Improving human resource capacity in the education sector must be carried out systematically through training, career development, and effective management. In the context of educational management, human resources are a key factor in determining organizational success. Despite rapid technological advancements, the success of educational institutions remains dependent on the quality of the people who manage them (Rahmawati & Nuryadin, 2022). Therefore, human resource management in higher education is a crucial aspect for ensuring work effectiveness and efficiency. According to Lestari and Mulyani (2021), human resource management is a strategic process encompassing planning, organizing, implementing, and evaluating workforce management to optimally achieve organizational goals. Meanwhile, according to Firmansyah (2023), human resource development focuses not only on improving technical skills but also on fostering professional attitudes, ethics, and work behavior. Quality human resources are characterized by the ability to carry out tasks effectively, possess relevant skills, and demonstrate commitment and responsibility in their work (Putri & Handayani, 2020). Therefore, good human resource management will directly contribute to improving the performance of educational institutions.

LITERATURE REVIEW

MANAGEMENT

Every educational institution, including schools, inherently has a clearly defined and directed vision and mission. This vision and mission serve as strategic guidelines for determining the institution's future direction and goals. The establishment of a school is naturally based on specific goals, whether to improve the quality of education, benefit the surrounding community, or realize the values of progress in education (Septin, 2019). Good management within an educational institution or organization plays a crucial role, as its quality will impact the effectiveness of its activities. This management is generally the responsibility of the institution's leadership or managers, who are responsible for planning, organizing, and directing its resources to ensure optimal function (Hakim, 2009). Managers or leaders have a strategic responsibility in managing human resources, even though they themselves are part of the organization's human resources. This responsibility arises because the leadership position has a coordinating and directive function for day-to-day operational activities. Thus, the managerial function plays a supporting role for other work units so that the institution's goals can be achieved effectively and efficiently. Therefore, human resource management by institutional leaders is a crucial factor in supporting the achievement of the organization's vision and mission. Good management will create a productive work environment, increase employee motivation, and strengthen synergy between departments in achieving the institution's overall goals.

UNDERSTANDING HUMAN RESOURCE MANAGEMENT

In the Big Indonesian Dictionary (KBBI), management is defined as the process of using resources effectively and efficiently to achieve specific goals. Conceptually, management is the ability to organize, manage, and direct various resources so that they function optimally to achieve organizational goals (Putra & Wahyuni, 2021). Human resources are the most vital element in management because they are the primary driver of all organizational activities. Without proper human resource management, organizational goals are difficult to achieve optimally. Therefore, human resource management is necessary to develop individual potential, resulting in a qualified, competent, and competitive workforce (Lestari et al., 2022). Management itself can be understood as the art of coordinating others to achieve common goals. In this context, managers play a crucial role in planning, organizing, and controlling organizational activities to ensure they run according to targets (Firmansyah & Hidayati, 2020). According to Rahman (2023), management is a systematic process that encompasses planning, organizing, implementing, and supervising various resources to achieve results effectively and efficiently. Furthermore, human resource management (HRM) can be defined as a series of activities focused on the utilization, development, evaluation, and reward of individuals within an organization to support the achievement of organizational goals (Kurniawan & Safitri, 2022). In the context of education, human resource management is the process of planning, organizing, implementing, and controlling all aspects of teaching and non-teaching staff to effectively achieve educational goals. Furthermore, the application of human resource management in education also serves to increase the productivity, professionalism, and quality of individual work within educational institutions (Sari & Pratama, 2021).

REWARD SYSTEM

The concept of reward has been widely explained by experts from various perspectives. Generally, a reward is defined as a form of appreciation given to individuals for specific performance, contributions, or achievements within an organization. Rewards serve as a form of recognition for employee efforts and as a means to increase work motivation (Putri & Ramadhan, 2021). Reward systems are considered to play a strategic role in improving the quality of human resources within an organization. According to Santoso and Lestari (2020), a well-designed reward system can create a positive work environment and increase employee loyalty to the organization. This is because human nature tends to be oriented toward achievement and recognition for work. Furthermore, research by Fitria and Handayani (2022) shows that providing rewards commensurate with employee performance can increase employee morale, responsibility, and work productivity. When employees feel appreciated for their contributions, they are motivated to continuously improve and enhance their work output. Thus, an effective reward system not only benefits individuals but also accelerates the achievement of organizational goals (Rahman & Fauzi, 2023). Therefore, implementing a fair, transparent, and performance-based reward system is crucial for improving human resource performance. The relationship between individual motivation and organizational goals will be harmonious if the organization is able to provide rewards that are commensurate with employee performance.

QUALITY OF EDUCATION

Educational quality is a dynamic concept that can be analyzed from various perspectives, including educational policy, curriculum, learning processes, and the competencies of teaching and learning staff. Quality focuses not only on the final outcome but also on the process of delivering education that meets the standards and expectations of stakeholders (Hidayat & Lestari, 2021). According to Rahmawati and Syamsuddin (2022), educational quality can be understood as the degree of conformity between educational delivery and national educational standards, which aim to produce competent, character-based, and competitive graduates. In this context, educational quality reflects the effectiveness of educational institutions in managing resources to optimally achieve learning objectives. Quality education is a benchmark for the progress of a school and a country. High-quality educational institutions tend to be able to adapt to change, innovate in learning, and compete with other institutions (Putri & Hamid, 2023). Conversely, low-quality education can be an indicator of weak human resources and a weak education system in a country. Efforts to improve the quality of education are inseparable from improving the quality of learning. An effective learning process requires professional educators and staff with adequate pedagogical, social, and professional competencies (Wahyuni et al., 2020). Educational staff play a strategic role in ensuring the continuity of the educational process. Without the support of qualified educators, it is impossible for educational institutions to function optimally (Fadillah & Nuraini, 2022). Thus, improving the quality of education requires a systemic approach that encompasses curriculum development, teacher competency enhancement, and the provision of adequate facilities and infrastructure. These steps are expected to strengthen the competitiveness of educational institutions in facing the global challenges of the modern era.

METHOD

The method of implementing community service activities is carried out through several stages that are designed systematically so that the activities run effectively and achieve the predetermined goals. The first stage is the initial survey, which involves observation and coordination with Bumi Persada University to discuss implementation techniques, determine activity timelines, and identify partner needs. This stage also includes the preparation of activity materials and resources, including presentation materials such as PowerPoint slides and other supporting materials. The next stage is the core activity, which will take place on September 5, 2025. During this stage, the implementation team will deliver theoretical material to provide a foundation for participants' understanding, before continuing with a discussion and Q&A session. The delivery method will be interactive to increase participant participation and understanding of the material. Participants included lecturers and staff from Bumi Persada University who actively participated in the entire series of activities. This method is expected to foster a constructive two-way learning process between the implementing team and participants, so that the results of the activities can positively impact the competence and knowledge of the Bumi Persada University academic community.

RESULTS AND DISCUSSION

IMPLEMENTATION OF COMMUNITY SERVICE ACTIVITIES

This community service activity was held on September 5, 2025, at the HBY Hall of Bumi Persada University, with the implementation time starting at 09.00 to 12.00 WIB. This activity was attended by lecturers and staff of Bumi Persada University who were the main targets in the extension activity regarding "Human Resource Management in Improving the Performance of Bumi Persada University." The event began with an opening session officially opened by the Rector of Bumi Persada University. In his remarks, he expressed his appreciation and full support for this community service program as part of efforts to improve the competence of human resources within the university. He also emphasized the importance of implementing effective human resource management to support the university's vision and mission as a superior and competitive higher education institution. Following the welcoming session, the activity continued with the presentation of core material by the community service implementation team. The material covered various important aspects of human resource management, such as basic concepts of HR management, strategies for improving individual and organizational performance, the implementation of a reward system, and the importance of developing faculty and staff competencies to support institutional quality. The material was delivered using interactive presentation media to facilitate participants' understanding of the material. In the following session, participants were given the opportunity to participate in a discussion and Q&A session. Participants used this session to ask questions and share experiences related to managerial issues they face in their respective work environments. This activity fostered an exchange of ideas and

knowledge between the implementation team and participants, which is expected to enrich understanding and encourage more effective implementation of human resource management concepts at Bumi Persada University. Overall, this activity ran smoothly, participant participation was very active, and the entire series of events were carried out according to the predetermined schedule.



Results and Evaluation of Activities

The community service activity, themed "Human Resource Management in Improving the Performance of Bumi Persada University," yielded positive results and met its intended objectives. Observations during the event revealed a high level of enthusiasm among participants for the material presented. This was evident in their active

participation throughout the entire activity, from the presentation to the discussion and Q&A session. The discussion revealed that most participants recognized the importance of implementing effective human resource management to support improved institutional performance. Participants stated that previously, their understanding of HR management was limited to administrative aspects, such as payroll and attendance. However, after participating in this activity, they gained broader insight into the strategic functions of HR management, which include competency development, motivation, and target-based performance management and rewards. Furthermore, participants also found the approach used in this activity—a combination of theoretical presentations and practical case studies—significantly helped them understand the practical implementation of HR management concepts in higher education. Several participants even suggested that similar activities be implemented on an ongoing basis with more specific topics, such as lecturer performance management, administrative staff performance appraisal systems, and the development of a performance-based organizational culture. From an implementation perspective, the event was deemed successful and ran according to the established schedule. The facilities provided by the university supported the smooth implementation of the event, and communication between the organizing committee and Bumi Persada University was excellent. However, an internal evaluation indicated that improvements in post-event evaluation aspects are needed for future events, such as administering participant satisfaction questionnaires and assessing training effectiveness within a specific timeframe after the event. Overall, this activity was deemed successful in increasing the knowledge, understanding, and awareness of Bumi Persada University's lecturers and staff regarding the importance of strategic and sustainable human resource management. Therefore, it is hoped that the results of this activity can form the basis for developing internal university policies to strengthen the human resource management system and support overall institutional performance improvement.

CONCLUSION

The community service activity with the theme "Human Resource Management in Improving the Performance of Bumi Persada University" was successfully implemented and in accordance with the established plan. This activity succeeded in providing increased knowledge and understanding to the participants, consisting of lecturers and staff of Bumi Persada University, regarding the importance of human resource management in the context of improving the performance of higher education institutions. Through presentations, interactive discussions, and a question-and-answer session, participants gained a deeper understanding of how effective human resource management can contribute to achieving organizational goals. This activity also emphasized that the success of an educational institution is determined not only by the sophistication of its technology and infrastructure, but also by the quality of its human resource management. Overall, this community service activity had a positive impact on increasing participants' awareness and motivation to apply HR management principles in their respective work environments. Thus, this activity significantly contributed to improving institutional performance and productivity, particularly at Bumi Persada University.

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