

ABSTRACT

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AN OVERVIEW OF THE WORK PROCESSES OF RECRUITMENT AND INTERNAL HUMAN RESOURCES RELATIONS STAFF AT PT. KAZETO PUTRA PERKASA (SEKOLAH KAK SETO)

Higher education institutions face the challenge of bridging the gap between academic theory and industry needs. A relevant solution to address this issue is the implementation of competency-based education, which emphasizes not only the development of technical skills but also personal attributes such as attitudes, values, and motivation. Universitas Pembangunan Jaya (UPJ) responds to this challenge through its Professional Work Program (Kerja Profesi/KP) under the framework of the Merdeka Belajar - Kampus Merdeka (MBKM) initiative. This program provides students with the opportunity to gain real work experience in fields aligned with their academic studies. One of the implementations of this program is the KP at PT. Kazeto Putra Perkasa (Sekolah Kak Seto), which requires a minimum of 504 hours. Interns are placed in the Recruitment and Internal Human Resources Relations division within the Human Resources Department. During the program, interns are involved in various tasks, including managing end-to-end recruitment processes, designing surveys to assess employee and company needs, inputting data and preparing time reports for employees, developing stress-release psychoeducation programs for employees, organizing attendance records based on daily absences, creating content for corporate and employee branding, as well as planning employee events and fostering employee relationships. These tasks are supported by relevant courses, such as Psychodiagnostics, Industrial Diagnostics, Industrial and Organizational Psychology, Interview and Observation Techniques, Assessment Centers, Gender, Work, and the Workplace, Organizational Behavior and Psychology, Ethical Codes, and Group Dynamics in urban contexts. Additionally, interns gain essential soft skills, including effective communication, teamwork, time management, and critical thinking for problem-solving.

Keywords: kerja profesi, mbkm, HR staff, recruitment, internal relation