

ANALISIS IMPLEMENTASI FUNGSI MANAJEMEN SDM KARYAWAN PADA INDUSTRI KREATIF DIGITAL (*DIGITAL BRANDING & DIGITAL MARKETING*) DI PT ELCI DIGITAL INDONESIA

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Abstrak

Penelitian ini bertujuan untuk menganalisis implementasi fungsi manajemen sumber daya manusia (SDM) pada PT ELCI Digital Indonesia, sebuah perusahaan yang bergerak dalam bidang *Digital Marketing* dan *Digital Branding* di industri kreatif. Indikasi masalah di PT ELCI Digital Indonesia adalah implementasi fungsi manajemen SDM karyawan yang tidak sesuai dengan perusahaan pada umumnya. Hasil penelitian ini adalah bahwa perekrutan dilakukan berdasarkan kebutuhan perusahaan dengan mengumumkan lowongan melalui media sosial dan info loker lokal seperti info loker Jogja. Setelah menerima lamaran, perusahaan menyaring dan menjadwalkan wawancara serta pemeriksaan portofolio, kemudian menawarkan kontrak kepada kandidat yang sesuai. Pengembangan karyawan dilakukan melalui pelatihan dan sertifikasi seperti *Digital Marketing* dan pilot drone untuk meningkatkan kualifikasi dan standarisasi, serta meningkatkan kepercayaan klien. Penggajian dibedakan antara karyawan tetap yang menerima gaji bulanan dan karyawan *freelance* yang dibayar setelah proyek selesai. Penilaian kinerja dilakukan dengan menggunakan dashboard monitoring yang menampilkan daftar pekerjaan, memungkinkan evaluasi berdasarkan kesesuaian dan ketepatan waktu penyelesaian tugas.

Kata Kunci: *Industri Kreatif, Digital Marketing, Digital Branding, Sistem Kerja Remote, Pengembangan Karyawan.*

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**ANALYSIS OF IMPLEMENTATION OF EMPLOYEE HUMAN RESOURCE
MANAGEMENT FUNCTIONS IN THE DIGITAL CREATIVE INDUSTRY
(DIGITAL BRANDING & DIGITAL MARKETING) AT PT ELCI DIGITAL
INDONESIA**

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Abstract

This study aims to examine the implementation of human resource management (HRM) functions at PT ELCI Digital Indonesia, a firm operating in the fields of digital marketing and digital branding within the creative industry. A key issue identified at PT ELCI Digital Indonesia is the misalignment of HRM practices with established norms observed in other organizations. The findings of this research reveal that recruitment processes are tailored to the company's specific needs, with job openings being advertised through social media platforms and local job information sites, such as Info Loker Jogja. Upon receiving applications, the company undertakes a screening process, schedules interviews, and conducts portfolio reviews, subsequently extending contract offers to qualified candidates. Employee development initiatives are implemented through training programs and certifications, including those in digital marketing and drone piloting, aimed at enhancing employee qualifications and standardization, which in turn fosters increased client trust. Compensation structures are differentiated, with permanent employees receiving monthly salaries, while freelance employees are compensated upon the completion of projects. Performance evaluations are conducted utilizing a monitoring dashboard that presents a comprehensive list of tasks, facilitating assessments based on the accuracy and timeliness of task completion.

Keyword: *Creative Industry, Digital Marketing, Digital Branding, Remote Work System, Employee Development.*