

# Strategy for Improving Human Resources Quality Through Training and Brainstorming

Improving Human  
Resources Quality

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## ABSTRACT

Human resources (HR) are the most important asset in an organization. Human resources are a very important element for a company because they are the driving force of a company's internal activities. High-quality talent contributes directly to a company's productivity, innovation and competitiveness. The role of employees in a company can be measured by their performance. Employee performance is a measure of the results achieved by an employee and determines whether the employee is still suitable or the employee has a problem that affects the company's performance. Training provides opportunities for employees to develop skills and knowledge relevant to their duties and responsibilities. This not only improves individual competencies, but also builds a culture of learning within the organization. This research uses a qualitative descriptive approach. This research uses primary data and secondary data as research data to be used. The results showed that training and brainstorming are strategies that can be used to improve the quality of human resources at PT Cipta Qawafil Alshafa. Well-conducted training can improve employee performance, while brainstorming can encourage creativity and innovation in solving problems. With a more structured strategy and proper evaluation, the company can continue to grow and increase competitiveness in the market.

**Keywords:** Human Resources, Training, Brainstorming, Company Productivity

## ABSTRAK

Sumber daya manusia (SDM) merupakan aset terpenting dalam suatu organisasi. Sumber daya manusia merupakan unsur yang sangat penting bagi perusahaan karena merupakan penggerak kegiatan internal suatu perusahaan. Talenta berkualitas tinggi berkontribusi langsung terhadap produktivitas, inovasi, dan daya saing perusahaan. Peran karyawan dalam suatu perusahaan dapat diukur dari kinerjanya. Kinerja karyawan merupakan ukuran dari hasil yang dicapai oleh seorang karyawan dan menentukan apakah karyawan tersebut masih layak ataupun karyawan tersebut mempunyai masalah yang mempengaruhi kinerja perusahaan. Pelatihan memberikan kesempatan bagi karyawan untuk mengembangkan keterampilan dan pengetahuan yang relevan dengan tugas dan tanggung jawab mereka. Ini tidak hanya meningkatkan kompetensi individu, tetapi juga membangun budaya pembelajaran dalam organisasi. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Penelitian ini menggunakan data primer dan data sekunder sebagai data penelitian yang akan digunakan. Hasil penelitian menunjukkan bahwa pelatihan dan brainstorming merupakan strategi yang dapat digunakan untuk meningkatkan kualitas sumber daya manusia di PT. Cipta Qawafil Alshafa. Pelatihan yang dilakukan dengan baik dapat meningkatkan kinerja karyawan, sementara brainstorming dapat mendorong kreativitas dan inovasi dalam menyelesaikan permasalahan. Dengan strategi yang lebih terstruktur dan evaluasi yang tepat, perusahaan dapat terus berkembang dan meningkatkan daya saing di pasar.

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## INTRODUCTION

Human resources (HR) are the most important asset in an organization. Human resources are a very important element for a company because they are the driving force of a company's internal activities. A company cannot achieve good results without talented human resources. High-quality talent contributes directly to a company's productivity, innovation, and competitiveness (Purnandika & Fazri, 2023; Nendi, 2024). The role of employees in a company can be measured by their performance. Employee performance is a measure of the results achieved by an employee and determines whether the employee is still worthy or the employee has problems that affect the company's performance (Irawati et al., 2023).

Competition between companies is getting tighter and sustainable human resource development is needed. To maximize the potential of human resources, companies must work hard and continue to develop resources. The resources needed to run a business cannot be viewed as independent components, but as a strong unit that achieves synergistic effects. The human resources needed in this era are those who can quickly learn technology and respond flexibly to technological changes, and personal integration is becoming increasingly important to win the competition (Hidayah et al., 2022). In a company, workers or employees certainly have time to carry out their duties. Often employees ignore their attendance, be it punctuality when entering work hours or weekly schedules. Employee performance can be seen from the punctuality of their attendance. In the implementation of a company, it is necessary to improve the quality of employee performance, not infrequently employees have poor performance quality and have inaccuracies in brainstorming. In this context, the strategy to improve the quality of human resources becomes very crucial. One effective approach is through training and brainstorming activities (Trisnaningsih & Ratnawati, 2022).

Training provides opportunities for employees to develop skills and knowledge that are relevant to their duties and responsibilities. This not only improves individual competence but also builds a culture of learning within the organization. On the other hand, brainstorming encourages collaboration and creativity, allowing employees to share ideas, find solutions, and increase innovation (Tunnazilah, 2023). By combining structured training and dynamic brainstorming sessions, organizations can create a work environment that supports sustainable human resource development. This strategy is expected to produce employees who are more skilled, motivated, and ready to face future challenges. Through this introduction, we will explore further the methods and benefits of this HR quality improvement strategy (Sari, 2023).

PT. Cipta Qawafil Alshafa, which is engaged in the field of hajj and umrah travel, faces significant challenges in managing effective marketing strategies, both online and offline. One of the main problems faced is the existence of double work (job double) which occurs due to the lack of focus and direction in the marketing division. This results in the existing human resources (HR) not being optimal (Rahmansyah, 2023). Although the company has carried out training to improve employee skills, currently the training has only reached 50% of the desired target. Therefore, PT. Cipta Qawafil Alshafa is committed to maximizing this training in a more planned manner.

Training plays an important role in employee development, because it not only improves technical skills but also builds self-confidence and motivation. Well-trained employees tend to be more productive and able to make more significant contributions to the Company (Nuryani et al., 2023; Hosnaidah et al., 2023). The training that has been implemented is mostly related to marketing strategies, but there are still obstacles that hinder its effectiveness. The lack of training items and the absence of a fixed schedule are challenges in implementing this program. PT. Cipta Qawafil Alshafa wants to bring in external speakers to provide new and in-depth perspectives on marketing. In the long-

term plan, the company hopes to hold regular training, at least once a month, to ensure that the knowledge and skills acquired can be applied in daily activities.

Table 1. Employee Job Training Method Data of PT. Cipta Qawafil Alshafa

Method	Type	Form/Example
On The Job	Apprenticeship/Intership	
	Position Rotation	
	Temporary Assignment	
	Job Instruction	Project Assignment, Trouble Shooting
	Mentoring/Coaching	Marketing Product, Public Speaking
Off The Job	Presentation Information	Training Marketing
	Simulation/Case Study	

From the Table 1, it can be seen that the form of training provided by the company is expected to improve employee performance. With the provision of training facilitated by the company, it is hoped that employee performance can be maximized and the company's desired targets can be realized (Manutilaa, 2024). In addition, the company realizes the importance of determining specific materials that can help employees answer various customer questions. Currently, there is a shortage of human resources, and the company plans to add staff so that each employee can focus on their respective job desks, both in online and offline marketing. Direct practice in the field is an integral part of this training, so that employees can feel and understand the conditions faced by customers directly. With the addition of human resources and a sharper focus on each job desk, it is hoped that PT. Cipta Qawafil Alshafa can increase marketing effectiveness and provide better service to customers.

LITERATURE REVIEW

According to Emron et al. (2018), human resource management is a process that aims to maximize employee potential through various strategies, in order to improve employee performance and achieve organizational goals optimally. In addition, Stewart & Brown (2021), explains that human resources include a series of management activities that include utilization, development, assessment, and rewarding individuals who are members of an organization or company. According to Ajabar (2020), Human Resource Management is an activity that is tried to trigger, improve, motivate and maintain good performance in an organization. According to Suryani & John (2019), Human Resource Management is the process of conveying organizational goals by utilizing humans or people in it. Individuals or employees who are managed so that they have the competencies and good abilities needed to support their work.

According to Ivancevich in Sutrisno (2019), it is stated that training is an activity to improve employee performance efforts in current jobs or future positions. The goals of the organization must be carried out properly by all its employees. The definition of training is simply defined by Pramudyo (2007), as a learning process designed to change people's performance in doing their jobs. What is meant in this case is that there are four things that must be considered. Namely, the training process, training participants, performance, and work. It must be understood that the training process refers to a change that must occur in training participants.

According to Widodo (2015), training is an individual activity in improving skills and knowledge so that they have professional performance results in their fields. Training is a process of providing employees with competence, knowledge and attitude. Rachmawati (2018), explains that training is an environmental container for employees, where they acquire or learn attitudes and the process of teaching certain knowledge and skills, so that employees are more skilled and able to carry out their responsibilities better, according to the standards required. The training activity process is sometimes given after the employee is placed and assigned according to their respective fields. From several opinions, the definition above can be concluded, training is a process for new or existing employees to

add or improve the skills, abilities and knowledge of employee performance in the work that will be held now or in the future.

The brainstorming method is a brainstorming method that was first introduced by Alex Osborn, someone who is an expert in developing brilliant ideas or concepts in companies in 1950. This method is often used in creative problem solving and can be used alone or as part of other strategies. Brainstorming is very useful for creating a fun atmosphere in group activities, as well as developing creative ideas (Wilson, 2013). The brainstorming method is also known as the brainstorming or suggestion method. The brainstorming method is a type of conversation used to collect ideas, opinions, information, knowledge, and experiences from all participants (Damayanti et al., 2023). Although brainstorming is the most commonly used term, it is also the least understood method. refers to the process of generating new concepts or solving problems as brainstorming.

According to Surya & Rosliana (2020) through the brainstorming process, work teams can solve problems by finding innovative solutions, taking advantage of the various ideas of others that can broaden horizons, and strengthening relationships between students or assessing the views of various teams. Building knowledge in this case by doing activities directly or can be called meetings which will later be question and answer. Improve mental abilities, confidence in conveying ideas by fighting fear and adapting to circumstances. Helping the team by respecting each team member in meetings and establishing good communication. Conveying ideas in solving problems in new ideas that each individual has. As well as making decisions or taking the best path when holding meetings with joint decisions that have been agreed upon by all team members. In a company, brainstorming is very important because every company always has obstacles or new things that will be carried out and resolved properly and maturely.

According to Maulana (2022), brainstorming is a special form of discussion method that can be used in training situations. The essence of this method is the principle that when an idea or solution is proposed, comments and evaluations are suspended until finished and the group is ready to continue the next analysis. Brainstorming can help teams solve problems with innovative solutions, benefit from the various ideas of others that are developing or building relationships between individuals or assessing views between teams (Surya & Rosliana, 2020). The advantages of the brainstorming method are: building knowledge, improving mental abilities and helping the team learn without criticism, rules or evaluations in the limitations of generating ideas. The use of the brainstorming method is part of the learning process. In brainstorming, a person is required to play an active role and think creatively in responding to a problem. Based on this opinion, the brainstorming method can be interpreted as a way to get various ideas from a group of people in a short time.

## **METHODS**

This study uses a qualitative descriptive approach. According to Nazir (2005) descriptive research methods concentrate on collecting basic facts and efforts to present a general picture of a particular situation or event. Descriptive research often uses various techniques, most often referred to as survey methods. When conducting qualitative research, information about the object of research is collected through surveys and other sources presented in a descriptive or narrative format. Research findings are presented in the right context and in accordance with their true meaning. In using qualitative techniques, researchers try to involve parties involved in the situation or phenomenon to obtain a narrative presentation of the incident or event (Sugiyono, 2016). This method places special emphasis on the exchange of information between researchers and the topic being studied, as well as a comprehensive understanding of the phenomena encountered during the study, including behavior, perception, motivation, and actions. This information is expressed through verbal descriptions in language, describing the natural context using various natural methods. Meanwhile, according to (Yusuf, 2014) qualitative research is research that tries to involve individuals in the situation or phenomenon to gain an understanding of the meaning of an event or event. The location of this research

is PT. Cipta Qawafil Alshafa located at Jl. Dr. Wahidin Sudirohusodo No. 126 Kebomas, Gresik Regency, East Java. This study uses primary data and secondary data as research data to be used. Primary data is data obtained directly from data sources in this study obtained through a direct interview process with parties involved in the quality of human resources through training and brainstorming at PT. Cipta Qawafil Alshafa in the research object using a questionnaire that has been prepared in advance. Secondary data is data taken outside of the research. Secondary data is taken from other sources such as books, journals, documents, previous research or other materials related to the research. Literature studies are conducted by reviewing several sources that have been proven to be true. The data source used in this study is primary data. Primary data itself is data taken from sources directly by researchers through interviews and documentation of research informants without intermediaries.

## **RESULTS**

The interviews conducted, the results were obtained regarding the results of improving the quality of human resources through training and brainstorming. The researcher obtained results explaining that human resource management aims to maximize employee potential through strategies that improve employee performance and support the achievement of organizational goals optimally. This process includes planning, developing, and managing human resources to ensure effectiveness and efficiency in supporting the organization's vision. The resource person explained that the current challenge is related to human resources due to less-than-optimal jobs and many employees who have double jobs. This is also explained in the research of Ramadhan & Fajarwati (2024), which states that high-achieving employees contribute to increased productivity, output quality, and customer satisfaction, which will ultimately generate higher income and profitability for the organization.

The results of the interview showed that the quality of human resources at PT. Cipta Qawafil Alshafa is not optimal. However, after the training, the quality of human resources can be said to have increased or better than before the training, in this case explained by the resource person who stated that the training carried out had a positive impact on employees and for the next step by conducting other training to improve employee knowledge. In line with previous research by Pertiwi (2023) and Hutapea (2024), training improves the quality of human resources. Training is a process for new or old employees to improve their skills, knowledge, and work abilities. The goal is to improve performance in their current job or prepare them for future responsibilities, thereby supporting the effectiveness of individuals and the organization as a whole. In this case, it was explained by the resource person that the type of training that is prioritized is in the marketing field, because marketing is the spearhead for the Company. Based on the results of the interview, it was found that the training carried out on PT employees. Cipta Qawafil Alshafa emphasizes more on marketing expertise, which is expected to improve employee marketing skills by conducting training in the marketing field.

In addition, the resource person also said that the training and brainstorming that had been carried out by PT. Cipta Qawafil Alshafa were right on target, in this case, it was explained by the resource person that the role was right on target and then the application of the theory and material that had been given in the training. Brainstorming is a method that is often used in creative problem solving or resolution and can be used alone or as part of other strategies. Brainstorming is very useful for creating a fun atmosphere in group activities, as well as developing creative ideas (Tsai et al., 2024). The resource person explained that every week an internal meeting is held to evaluate the performance of online and offline marketing admins in terms of marketing and customer visits. It is hoped that visitors will also provide innovations or input to the Company which can also be used as evaluation material.

The interview results showed that the brainstorming method is carried out every week to evaluate employee performance. The resource person also explained that input from visitors or buyers is important evaluation material for the company. This process helps

identify strengths and weaknesses in services and products, so that improvements can be made immediately. Through regular brainstorming, the company is able to respond to customer needs more effectively. This weekly evaluation is also a means to improve team collaboration and ensure that all parties are actively involved in decision making. This approach creates an adaptive work culture that is oriented towards customer satisfaction.

Another thing that the resource person also said regarding the problems or obstacles experienced by the company in improving the quality of human resources is such as the lack of employees. The obstacle currently facing the Company is the lack of HR, it is hoped that the addition of HR in the marketing department will reduce obstacles and create more conceptual planning. In addition, the source also said that the company plans to improve human resources every 3 months to evaluate the company.

## CONCLUSION

The study on improving the quality of human resources through training and brainstorming at PT. Cipta Qawafil Alshafa concludes that these strategies are effective in enhancing employee performance and organizational growth. Properly executed training programs significantly improve employee skills and productivity, contributing to overall performance. Meanwhile, brainstorming sessions foster creativity and innovation, enabling employees to develop effective solutions to workplace challenges. These strategies also align with the company's goals of enhancing competitiveness in the market. Training ensures that employees possess the technical and professional capabilities needed for their roles, while brainstorming creates a collaborative environment that encourages diverse perspectives and innovative ideas. To sustain this progress, the company needs a structured strategy and regular evaluations to monitor the effectiveness of these initiatives. By continuously refining its approaches, PT. Cipta Qawafil Alshafa can adapt to changing market demands and maintain a competitive edge. Thus, training and brainstorming serve as foundational pillars for the company's human resource development, driving growth and success in a competitive business environment.

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