

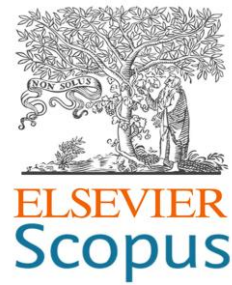


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Implementation of Leadership in Empowering Human Resource Management in Production House Companies

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Abstract: Implementation of leadership in empowering employees at production house companies as a creative industry operates in the fields of television, film, advertising, and company profile production. This research aims to describe production house leadership management and implementation to empower human resources to meet company needs and customer demands. The research method used descriptive qualitative data collection techniques to obtain information through in-depth interviews with respondents, observation through observing phenomena that occur at the research location, and documentation studies through archives, official meeting notes, and other documents. The study concludes that there are work demands or production deadlines, such as employee working hours and production demands, technological developments, and other factors. In implementing leadership in the management of a production house in producing house through empowering Human Resources, well-implemented policies such as providing protection, strengthening, enabling and supporting, and paying attention to the maintenance dimension.

Keywords: leadership; empowerment; human resource management; companies



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领导力在制片公司人力资源管理中的应用

摘要：创意产业的制作公司在电视、电影、广告和公司简介制作领域实施领导力以赋予员工权力。本研究旨在描述制作公司的领导力管理和实施情况，以赋予人力资源权力，满足公司需求和客户需求。研究方法使用描述性定性数据收集技术，通过深入访谈受访者、观察研究地点发生的现象以及通过档案、正式会议记录和其他文件进行文献研究来获取信息。研究得出结论，存在工作要求或生产期限，例如员工工作时间和生产要求、技术发展和其他因素。在通过赋予人力资源权力在制作公司管理中实施领导力时，需要实施良好的政策，例如提供保护、加强、授权和支持，并关注维护维度。

关键词：领导力；授权；人力资源管理；公司

1. Introduction

The smart and appropriate development of human resources will show that the company will produce and develop its company. Can evaluate employee performance according to the qualifications and skills that have been determined by the company to be able to achieve company goals so that they can win intense competition, especially in the world of creative industries.

Human resource empowerment, which is related to trust, appreciation, and motivation, should be included in decision making between company management and employee interests [1]. Empowerment involves employees participating in company decisions to help them overcome the stagnation of thinking in predicting the risks you will face, try something new [2]. An interesting statement regarding human empowerment is creative thinking with the right approach.

Leadership style plays a crucial role in shaping how employees perform their duties, as it can significantly impact their performance either positively or negatively. According to [3], leadership style is defined as the approach that leaders use to influence others or subordinates in a way that drives them to carry out the leader's directives to achieve organizational goals, even if those directives might not be personally favored. A leader's choice of leadership style greatly affects the organization they lead, as every policy implemented can influence the quality of work produced by employees. An appropriate leadership style can inspire individuals to improve.

As highlighted in [4, 5], understanding motivation, both internally within employees and in their environment, can significantly enhance performance. Empirical studies by previous researchers suggest that achieving high performance relies heavily on motivated employees. Motivation is essential because it initiates, directs, and sustains human behavior, leading individuals to work diligently and passionately toward achieving optimal outcomes. Employees with high

productivity and motivation accelerate the organization's progress, ultimately resulting in employee satisfaction and excellent company achievements.

The work environment, encompassing both physical and nonphysical conditions, plays a vital role in providing a pleasant, secure, and calming atmosphere. A positive work environment enhances employee's comfort, which in turn improves their performance. Conversely, a negative work environment can lead to a significant decline in employee performance. The work environment can be a key factor in the success or failure of job execution [6].

Employee loyalty is crucial and positively influences a company's growth [7]. Loyalty is reflected in an employee's commitment to the company, which remains steady even in both favorable and challenging times. Many researchers have emphasized the importance of loyalty, noting its significant impact on a company's productivity. Additionally, work experience plays a key role in determining employee loyalty as it greatly influences the expertise and skills they acquire. This experience can be enhanced through training and development programs. Furthermore, leadership is a vital factor in fostering employee loyalty. Loyalty toward leaders arises when they successfully create a comfortable work environment [8].

Currently, the bakery industry faces several challenges, particularly those related to employee performance. These issues include low work discipline, such as employees not arriving on time and taking extended breaks beyond allotted time. Additionally, work motivation is lacking, as evidenced by employees unwilling to work overtime, innovate, or engage in continuous learning. Leadership style also poses a problem, as seen in the low level of employee participation in company decision making. Furthermore, the work environment is affected by high levels of individualism among employees, noise, and unclean workspaces, all of which contribute to reduced

workplace comfort.

In the creative industry, we can produce a variety of ideas, inputs, and suggestions to compete continuously [9]. In the era of globalization, where competition is very tight and a free market exists, there will be a flood of foreign products full of competition. With the diversity and dynamics of government regulations and implementation of regional autonomy, the world of business and industry, such as production houses and other service provider products. To improve the quality of production, it is necessary to satisfy each customer's satisfaction.

Therefore, it is necessary to develop a great and well-targeted strategy, which is diverse and highly competitive, to maintain and develop the global market, which requires innovation supported by continuously developing technology. In a production house, as a creative industry that can produce television programs, advertisements, company profiles, and other products, it is necessary to continue to innovate so that it can develop, which is supported by the use of technology and improving the development of human resources [10]. This is because the creative industry in production houses is significantly influenced by existing human resources. Requires fresh and creative ideas. Thus, to be able to produce and market it, all require creative ideas.

The production house company is one of the production houses that operates in the field of services and production of television programs, films, advertisements and company profiles [11]. Requires new and varied products that are required to have production quality and results that satisfy all customers, which of course will require extra work, so it requires the conduciveness of all human resources, and those involved in the production, so professional employees need to be able to contribute. significant as well as providing quality entertainment.

2. Literature Review

According to [12], leadership is the process of providing guidance and influence to members of a group or organization in carrying out tasks in an organization or company that is led. This leadership style has the following characteristics:

a. Leadership must involve other people such as subordinates and members of the organization. The existence of other people is the cause of the position of the leader.

b. Leadership appears in the difference in the distribution of power between leaders. Leaders have the power to give instructions to members of a group or organization that can be the same or different.

c. Leadership must be able to influence its members. The leader not only informs the form of the activity but also directs subordinates to understand the

orders given to them so that they are carried out properly.

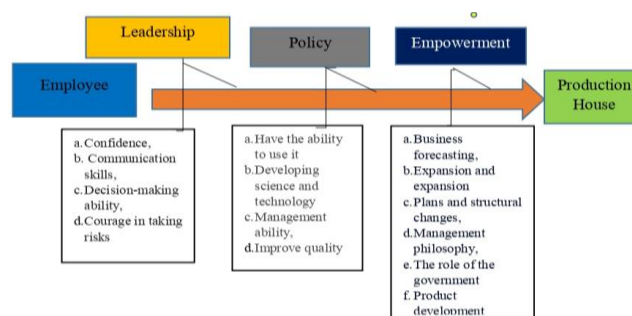


Figure 1. House production flow [14]

3. Research Methods

This study used a descriptive, qualitative approach [13]. This research method followed the research objectives, namely, to examine the data to describe the data, analyze the data, and reduce it according to the required needs. The qualitative approach in this research is to look at the study of leadership approaches related to the empowerment of production house HRM, which requires a comprehensive study.

3.1. Data Collection Technique

Data and information collection techniques commonly used in qualitative approaches are as follows

- a. Observation,
- b. Deep interview
- c. Documentation study,
- d. Focus Group Discussion (FGD),
- e. Participatory

This study uses a method to obtain data by observing phenomena and events in the research object [13]. By utilizing passive object participant observation, documentation through archives, existing data, and in-depth interviews. This study used descriptive analysis, which describes the results of this research.

3.2. Data Analysis

The data were obtained from the results, observations, and interviews with key informants, as well as documentation in the archives in the form of official meeting notes [14]. The informant understands the situation of the research object. After the data are obtained, the researcher then examines the data and carries out data reduction, displays the data and interprets it, and draws several temporary conclusions to make the decision material.

4. Results and Discussion

4.1. Employee Profile at PT. Production House Company

As a production house, the presence of employees in production has value in HR management at the studio because the creative industry requires ideas and creativity, both individual and group, and management has a variety of employees with different qualifications and skills in the company.

In general, the Rumah Kreasi Company has various divisions in terms of HRD, Finance, production, and marketing. This research focuses on improving human resource management by developing production houses in the fields of television, film, fisheries, and company profiles, which consist of several sections and departments that constitute production standards, including the following:

- The producer leads the production department.
- The director oversees the directing department.
- Camera Stylist is in charge of the camera department.
- Production designers oversee the artistic department.
- Sound Engineer oversees the sound department.
- The editor is in charge of the editing department.

4.2. Leadership in PT. Production House Company

In the management of a production house, there is a leader responsible for creating programs for production to finish. In this case, the production head is headed by the production manager in his task of controlling production at the production house company, which prioritizes all functions in all departments, to organize the work system to maximize the potential that exists in all production departments, which is responsible for the production process.

Several things that the Production Manager must pay attention to when carrying out their duties include the following.

- If you have any doubts, you can immediately ask for an explanation from those involved in the shooting location.
- Checking the results of the screenplay made by the director regarding the skills used according to the director's choice,
- Do not' assume that there are doubts regarding the schedule and budget. In making decisions about whether the production manager needs property and vehicles to run the work process smoothly, the production manager must think as a whole to complete it.
- The production manager must carry out checks beforehand at each point in the process and ensure that all production elements are running according to the plan.

4.3. Approach and Policy at PT. Production House Company

Company leaders must be able to organize and direct each implementation program, including the following:

- Placing employees according to their skills so that they are effective and efficient according to the company's needs based on their skills and job description in accordance with the requirements that have been evaluated.
- Determine employee selection based on the principles of appropriate regulatory provisions so that the person has the right skills and position as well.
- Establish welfare programs for employees, in accordance with employee career development and promotion.
- Providing job offers according to demand and existing human resources in the company.
- Predict the economic conditions that develop externally to the company and the company's internal development.
- Observe carefully the labor paradigm and policies in providing services from the company.
- Oversee advances in technology and information in changes and developments in labor union regulations.
- Carrying out education and training, as well as providing assessments of employee achievements.
- Manage and control employee transfers, to dynamic the company vertically and horizontally.
- Regulates employees who have reached retirement age, dismissals, and employee severance pay.



Figure 2. Leadership in human resource management (AHR)

Furthermore, in the production process, which is often chasing broadcasts and is urgent, the production team must be in the field and must accompany customers who want to see the production process from

the initial stage to the final stage, such as the editing process and the voice-over process. As a rule in production house companies, as well as several other things that are not included in the production process but due to demands from the creative team and contractual ties from customers. In accordance with television programs and other programs, this is a part that must be done. For example, the crew's costumes must be neat according to the instructions, wearing white shirts, work shoes, and black pants. For the production team in the field, this will be difficult; even for editors who have long working hours, comfort at work will be prioritized.

4.4. HR Empowerment at PT. Production House Company

In empowering human resources at PT. Production House Companies, including the following:

a. Possibilities that occur in the broadcasting world, especially within production house companies. For example, office working hours and working hours in the field often coincide, especially for production divisions such as cameramen and reporters, who have to cover relatively long periods outside the city, on weekends and holidays, and weather factors. The editing division must work on deadlines until it finishes late at night. Regarding television production is used to happen and must work according to targets with broadcast times and customer satisfaction. The company provides a policy that allows flexibility in working hours and changing working days.

b. Strengthening the policies made by the company, namely that company leadership must support it so that production can run well. Therefore, when formulating policies, one must always pay attention to the interests of all parties involved in the company, so that one can encourage a common view to achieve the company's goals. Providing motivation for all parties to contribute to the company. Efforts to strengthen the company are consistently trying to develop it through education and training, as well as employee skills appropriate to their fields. In this case, they have carried out discussions, practices, technical camera training, and editing processes, and participated in various festivals at home and abroad.

c. Providing protection for employees, and following regulations, in every program organized by the government, in the form of health insurance and worker insurance for old age security, then other protection programs such as accident protection for production teams, who work in the field to create peace and comfort at work

d. The company always strives to support this program, with various policies made by the company, which must be communicated first to all parties involved, so that there is good communication between

all groups and interests, namely, the company represented by managers and employees. Thus, policies can provide maximum results and develop them. This is in accordance with the company's goal of serving customers.

e. Internal maintenance of Production House Company. Prioritizing employee skills and creativity as superior human resources in all management and production divisions. A company policy to meet demands prioritizes employee creativity by prioritizing the results. Management provides support to provide comfort to employees and think creatively, which is the biggest thing to be able to improve employees with maximum results.

5. Conclusion

Based on the research and discussion results regarding Production House Companies that focus on increasing their creativity in serving customers, several conclusions can be drawn, including the following:

a. A production house is a business in the fields of television, film, advertising, and company profiles, which prioritizes creativity and serves customers involving many creative employees; thus, it is a leader who can realize the company's vision, mission, and goals.

b. Production house companies need a leadership style to empower their human resources. To be able to direct every company policy to provide comfort and satisfaction to customers.

c. Leadership policy in empowering human resources refers to the company's vision, mission, and goals, namely flexibility in working in accordance with the working principles of the production house company, providing reinforcement by conducting skills and creativity training with various other production support equipment. Unification of company goals, providing protection, providing insurance and old age security, prioritizing good communication for all employees, providing comfort to employees in their work, involving employees in having a sense of mutual belonging to the company.

d. Company policies tend to have shortcomings, especially in the area of employee protection. Therefore, it is necessary to consider leadership approaches and behaviors in developing production houses implemented in Production House Companies.

5.1. Suggestions

Based on the discussion and conclusions of the company PT. Production housing companies are recommended as follows:

a. For the company PT. Production House Companies must prepare the complete equipment needed for house production to increase productivity so that it does not take up a lot of time because the

equipment and other equipment are not complete.

b. For production house managers, to prepare creatively skilled employees by attending training according to the stages, to support the production house so that it continues to be of high quality, and the company PT. The number of production housing companies is growing.

c. Employees continue to improve their skills to foster creativity because of the company PT. A Production House Company operates in a field that requires a high level of creativity.

Declarations

Author Contributions

Conceptualization, A.I. and M.T.; methodology, Y.F.; software, A.I.; validation, A.I., S.R. and A.S.; formal analysis, A.I.; investigation, M.T. and Y.F.; resources, A.I.; data curation, A.I.; writing—original draft preparation, S.R.; writing—review and editing, A.S.; visualization, A.S.; supervision, A.I.; project administration, S.R.; funding acquisition, M.T. All authors have read and agreed to the published version of the manuscript.

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The data presented in this study are available in this article.

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Funding information is not available.

Conflicts of Interest

The authors declare that there is no conflict of interests regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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