

# **PROPOSAL**

## **FOCUS GROUP DISCUSSION**

**"Develop loyalty in Keluarga Mahasiswa Nahdlatul Ulama  
(KMNU) Universitas Pendidikan Indonesia "**



## **PRESIDENT UNIVERSITY INDUSTRIAL ENGINEERING 2021**

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

The existence of this pandemic has an impact on almost all sectors, including the education sector. A few weeks after a positive case of COVID-19 was found, education agencies made policies to break the chain of spreading this outbreak. The policy is to eliminate face-to-face learning and replace online learning. This online learning aims to prevent the spread of the corona virus through direct interaction between many people.

Apart from having an impact on academic activities, this pandemic also has an impact on student non-academic activities. Organizational activities and the implementation of student events were also disrupted due to this pandemic. In fact, almost all student events that have been planned are in danger of being postponed and cannot be held in the near future. One of the student organizations affected by this pandemic is KMNU, Universitas Pendidikan Indonesia, Purwakarta.

The impact that could be felt by the KMNU organization was that communication between the committee was disrupted because the communication medium was only carried out online. This is certainly a challenge because the committee cannot gather and conduct face-to-face meetings. In addition, the committee also could not carry out the preparation and implementation activities directly in the field so that the development of each event could not be as optimal as normal conditions. The most influential impact on the Organization is that many events will have to be postponed next year due to unfavorable conditions and for the sake of mutual safety.

The outbreak of this virus poses a challenge for the KMNU committee to continue the process for the betterment of the organization and also have to think

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about the concept of an organization so that it remains mature in the middle of a pandemic. The committee needs to do something to face these challenges.

Human Resource Management or can be abbreviated as HRM is defined as a human resource assistance system within the organization or more precisely in all positions. The system is based on needs and arrangements, but still based on broadly the same human resource management. In another definition it is said that human resource management is a method for assisting human resources for operational operations

In other words, the absorption of human resources as management in the organization is also inseparable from this method. Then during the process of their assignment, the administrators must also continue to follow the method of organization established by a community.

HRM bridges the gap between the employees and the management of an organization. Operating a successful organization requires a good HRM which is dedicated to the progress and growth of the organization. A balanced HRM is critical to the productivity and synergy of the organization. An effective HRM allows organizations to tackle human resource issues strategically. HRM supports in attracting and retaining competent employees, helps the organization's leaders and employees in adapting to organizational change, and enables the adoption of technology. HRM play a critical role in managing employees, helping them to work effectively and creatively to help their organisation to attain a competitive advantage in their organization.

## **1.2 Objectives**

The objectives of this event are:

1. Managing human resources as an important asset in a community of KMNU.
2. Aligning human resource management policies with organizational development policies and strategies.

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3. Developing a human resource policy according to the procedures made as a community commitment.
  4. Supports team performance and cross-division cooperation.

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## **CHAPTER II**

### **THEORITICAL BASIS**

#### **2.1 Human Resource Definition**

Human resource management is defined as a strategic and coherent approach to the management of an organization's most valued assets – the people working there who individually and collectively contribute to the achievement of its objectives. John Storey (1989) believes that HRM can be regarded as a 'set of interrelated policies with an ideological and philosophical underpinning'. He suggests four aspects that constitute the meaningful version of HRM:

- a particular constellation of beliefs and assumptions;
- a strategic thrust informing decisions about people management;
- the central involvement of line managers;
- reliance upon a set of 'levers' to shape the employment relationship

#### **2.2 The Matching Model of HRM**

One of the first explicit statements of the HRM concept was made by the Michigan School (Fombrun et al, 1984). They held that HR systems and the organization structure should be managed in a way that is congruent with organizational strategy (hence the name 'matching model'). They further explained that there is a human resource cycle (an adaptation of which is illustrated in Figure 1.1), which consists of four generic processes or functions that are performed in all organizations. (Amstrong, 2011)

#### **2.3 Concern of HRM**

HRM is concerned with humans as a resource and organisational culture is concerned with the values, norms and beliefs of the people within the organisation. There is a 'human link' between organisational culture and HRM issues as seen the definition of culture put forward by Hofstede defines culture as: "Culture is the collective programming of the human mind that distinguishes the members of one human group from those of another. Culture in this sense is a system of collectively

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held values” is contrasted with Armstrong’s focus of HRM on “the people working here who individually and collectively contribute to the achievement of its objectives”. A Fortune magazine article by Charan and Colvin led with a provocative cover—“Why CEOs Fail” and indirectly highlighted the importance of culture in organisations. Strong cultures enhance organizational performance by appealing to their higher ideals and values, resulting in higher levels of commitment and effort and providing identity and meaning. Such cultures also help shape and coordinate employees’ behavior. (Davim & Machado, 2018)

## **2.4 Community Development**

The idea of community development (community development) emerged in scientific discourse as a response to the many problems faced by mankind at the end of the 20th century. Some experts state that community development is the incarnation of a new political format at the beginning of the 20th century. Community development began to grow as a social movement in the 1970s following the emergence of progressive awareness from some parts of the international community to pay attention to the needs of welfare services for disadvantaged people, accept a radically redistributive welfare model, adopt an active citizenship model and provide space for citizen participation in the development process.

Empowerment (empowerment) Community empowerment is an effort to increase the dignity and dignity of people who are in poor condition, so that they can escape from the trap of poverty and underdevelopment. Empowerment is an effort to build community capacity, by encouraging, motivating, raising awareness of their potential and trying to develop that potential into concrete actions (Eddy Ch. Papilaya, 2001: 1).

According to Chambers, community empowerment is a concept of economic development that encapsulates social values. This concept reflects a new paradigm of development that is “peoplecentered”, participatory, empowering, and



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sustainable. The concept of empowerment is broader than just an effort to meet (safety net). (Zubaedi, 2013)

## **2.5 What Is Culture?**

Any discussion of cross-cultural teams, the team and team leader need to have a basic understanding of culture in order to identify potential cultural problems in working together as a team. Culture is often thought of as being monolithic—for example, American versus Japanese cultures—but there are also ethnic cultures, regional cultures, organizational cultures, and even team and family cultures. And we sometimes find greater cultural differences between groups within nations rather than between nations. Thus, we are not just focusing on teams composed of individuals from different countries, but any team with individuals who come from significantly different cultural backgrounds. Our focus is especially on teams whose members have not been exposed to the cultural backgrounds of the other members of the team. We define culture as socially acquired and shared rules of conduct that are manifested in a group's artifacts, norms, values, and assumptions.<sup>3</sup> We'll discuss each of these four levels of culture in turn. (H, G, & Dyer, 2013)

## **2.6 Focus Group Discussion / FGD**

Focus Group Discussion / FGD or focus group discussion is a data collection method commonly used in qualitative social research, including in nursing research. This method relies on obtaining data or information from an interaction of informants or respondents based on the results of discussions in a group that focuses on carrying out discussions in solving certain problems. Data or information obtained through this technique, apart from being group information, is also an opinion and decision of the group. The advantage of using the FGD method is that it provides richer data and provides added value to data that is not obtained when using other data collection methods, especially in quantitative research.

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## **Definitions and Objectives of The FGD Method**

The definition of the FGD method is closely related to the main reasons or justifications for using FGD itself as a method of collecting data from a study. The main justification for using FGD is to obtain data / information that is rich in various social experiences from the interactions of individuals in a discussion group. The initial definition of the FGD method according to Kitzinger and Barbour (1999) is to explore a specific issue / phenomenon from a discussion of a group of individuals that focuses on joint activities among the individuals involved in it to produce a collective agreement. The activities of the individuals / participants involved in the discussion group, among others, talk and interact in giving questions, and provide comments to one another about their experiences or opinions on a social problem / issue to be defined or resolved in the discussion group.

## **Characteristic of FGD Method**

The FGD method is one of the research data collection methods with the end result of providing data that comes from the interaction of a number of participants in a study, like most other data collection methods. Unlike other data collection methods, the FGD method has a number of characteristics, including, it is a data collection method for qualitative research types and the resulting data comes from the exploration of social interactions that occur during the discussion process carried out by the informants involved. (Alfiyanti, 2008)

## **2.7 Definition of Change Management in Organization**

Potts and LaMarsh (2004: 16) state change management is a systematic process of applying the knowledge, tools, and resources needed to effect change in people who will be affected by the process. Change management has a systematic approach to dealing with change, both from the perspective of an organization and at the individual level. Every change can not only choose one structural or cultural

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aspect as a variable that must be changed, but these two aspects must be managed together for optimal results. However, in practice decision makers tend to pay attention only to structural changes because the results of the changes can be known directly, while cultural changes are often ignored because the results of these changes are not very visible.

To achieve success in managing organizational change, it must lead to increased ability to face challenges and opportunities that arise. This means that organizational change must be directed at changes in human behavior and organizational processes, so that organizational changes that can be made can be more effective in an effort to create a more adaptive and flexible organization. (Poluakan, 2016)

## **2.8 What is Organizational Development?**

Organizational development (hereinafter referred to as OD) is defined variously by practitioners and theorists, for one thing, because of its complexity. Basically, organizational development is a planned effort made at the organizational level to increase effectiveness and / or enable the organization to achieve its strategic goals. This concept formally emerged in the 1950s (although some theories go back to the 1920s) and generally refers to the psychologist Kurt Lewin.<sup>1</sup> Organizational development includes the theory and practice of planned and systemic changes in employee attitudes, beliefs, and behavior through long-term training programs. length.<sup>2</sup> POs are often described as “action-oriented (Mackenzie & Gordon, 2016)

## **2.9 Organization Definition**

"Organization as a process of determining and grouping work to be done, assigns and delegates authority and responsibility with a view to enabling people to work together effectively in achieving goals" (Allen, 2014)

“Organization is a social unit of a group of humans who interact with each other according to a certain pattern so that each member of the organization has

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their respective functions and duties, as a unit that has certain goals and has clear boundaries, so that it can be separated" (Mathis and Jackson, 2011)

“An organization is a social unit that is intentionally established for a relatively long period of time, consisting of two or more people who work together and are coordinated, have a certain structured work pattern, and are established to achieve a specific goal" (Stephen Robbins, 2007).

The word organization comes from the Greek, namely organon or "tool". Within the scope of the social sciences, organizations are studied as objects research by, among others, sociology, economics, politics, psychology, anthropology, history, and management. Conceptually there are two different meanings of the term organization as a word objects, namely a place for a group of people to achieve common goals and organizing as a verb, namely a process and a series of activities carried out systematically as part of efforts to build and develop an organization or as one the foundation of management. As an introduction to archiving students, basic understanding the concept and theory of organization is very necessary. By understanding the function, structure, and range of tasks of an organization, for example, greatly useful when the archivist will determine which records classification system will be handled. Includes an understanding of the principles, structures, types, and the development of organizational theory. After studying this module, hopefully you can understand and explain the concept of organization, principles, types, elements, strategies, behavior models, growth phases, organizational design and structure, and a brief development of organizational theory (Effendhie, 2019 Edisi 2)

## **2.10 Organization Development**

Organization development (OD) is any process or activity, based upon the behavioral sciences that either in the short term period or the long term period have the potential to develop in an organizational setting. Enhanced knowledge, expertise, productivity, satisfaction, income, interpersonal relationships, team spirit, and other desired outcomes such as goodwill are the factors that are meant to

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prove to be advantageous to the individual, group, team, society, region, nation or the whole humanity. Organization development's primary emphasis has been laid upon the relationships between individuals and groups, so that there is cooperation and mutuality between them so that they can work together in harmony towards the progress of the organization. (Kapur, 2018)

### **2.11 Organization Structure**

Some organizations, such as a high school volunteer club, exist to help people in need. Other organizations, such as a student council, exist to give students a voice at school. Business organizations exist to earn profits. To meet their goals, they organize their employees into some kind of structure.

Companies adopt organizational structures in order to minimize confusion over job expectations. Having an organizational structure helps them coordinate activities by clearly identifying which individuals are responsible for which tasks.

### **2.12 Organization Improvement**

States that organizational change shifting an is the act of organization from current conditions to future conditions as desired in order to increase its effectiveness. French and Bell, organizational development is a long-term effort to improve the process of problem solving and organizational reform, especially through a more effective and collaborative organizational culture management with a special emphasis on formal work team culture with the help of change agents, catalysts, , and users of applied scientific theory and technology including research activities.

Bennis, organizational development is a response to change, a complex educational strategy that is intended to change various views, attitudes, values and organizational structures, so that the organization can better adapt to technology, markets and new challenges, and levels of difficulty. the change itself is envious.

### **2.13 The Meaning of Loyalty and Its Implementation in an Organization**

Organization is a container / means for a group of individuals who at least have a common vision and mission. One important thing that is needed by an

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organization to maintain its existence is the loyalty and togetherness of its members. Loyalty is closely related to loyalty. A member who has loyalty to his organization has a personal awareness to utilize all the potential that exists within him for the progress of the organization.

Loyalty can be defined as determination and ability to obey, carry out and practice something with full awareness and responsibility. This determination and ability must be proven in daily attitudes and behavior as well as in carrying out duties. Loyalty of members to the organization means a person's willingness to stretch his relationship with the organization, if necessary, sacrifice his personal interests without expecting anything.

**Loyalty aspects in an organization include:**

1. Obey the rules.

A loyal person will always obey the rules. In accordance with the definition of loyalty, this obedience arises from the awareness of members if the regulations made by the company are solely arranged to facilitate the running of the organization's work. This awareness makes members obey without feeling forced or afraid of the sanctions they will receive if they violate these rules.

2. Responsibility to the organization.

When a member has an attitude in accordance with the notion of loyalty, he will automatically feel he has a big responsibility for the organization. Members will be careful in carrying out their duties, but at the same time have the courage to develop various innovations for the benefit of the Organization.

3. Willingness to cooperate.

Members who have attitudes in accordance with the notion of loyalty do not hesitate to cooperate with other members. Collaborating with other people in a group allows a member to be able to realize the dream of the organization to be able to achieve goals that cannot be achieved by an individual member.

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#### 4. A sense of belonging

The existence of a sense of belonging to members of the organization will make members have an attitude to take part in maintaining and being responsible for the organization so that in the end it will lead to attitudes in accordance with the understanding of loyalty for the achievement of organizational goals.

#### 5. Interpersonal relationships

Members who have high loyalty will have good interpersonal relationships to other members and also to their superiors. In accordance with the definition of loyalty, this interpersonal relationship includes social relationships in everyday life.

#### 6. Passion for organizational tasks

As humans, members will definitely experience periods of saturation with the organizational tasks they do. A member who has an attitude in accordance with the notion of loyalty will be able to deal with this problem wisely. This can only be done if an employee loves his job and existence.

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## **CHAPTER III**

### **CONTENT OF FOCUS GROUP DISCUSSION**

#### **3.1 Detail Information**

##### **3.1.1 Event Description**

Focus Group Discussion is an event that will be conducted based on the Assignment of Human Resource Management. This event will be held on Wednesday, 28<sup>th</sup> March **until April 10<sup>th</sup>** 2021 in order to gather with the community of KMNU with hope it can strengthen and find solution and the conducted at Zoom Meeting.

##### **3.1.2 Event Theme**

Name of Event : **Focus Group Discussion**

Title : Develop loyalty in KMNU

##### **3.1.3 Date, Time, and Venue**

Date : March 28<sup>th</sup> - April 10<sup>th</sup>, 2021

Time : 10.00 AM – 12.00 PM

Venue : Google Meet

##### **3.1.4 Target Participant**

Head of Division from KMNU

#### **3.2 Event Rundown**

##### **ENCLOSURE I**



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### 3.3 Committee Structure

Project Manager	: Muhammad Pajrul Palah	004201900069
Vice Project Manager	: Abdul Siddiq Saminan	004201900059
Secretary	: Richie Ardhi Annaas A.	004201900015
Trea	: Mingze Tang	004201900067
Event Organizer	: Dimas Bagus setyawan	004201900036
	: Ravael Joshua Toloh	004201900009

### 3.4 Event Financial Budgeting

#### ENCLOSURE II

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## CHAPTER IV

### CLOSING

#### 4.1 Closing

The proposal of **Focus Group Discussion** was created by us with hope it can give clear explanation to all related parties of this Session. The success and smoothness of this event depends on the cooperation and sincerity from the committee and all parties related to this event. and we hope that KMNU will become a community that is able to achieve its goals and find itself or the identity KMNU has. so that KMNU will be increasingly recognized and recognized by the surrounding community for its benefits. We hope that KMNU will also be able to increase its loyalty and keep each member in line with their own KMNU principles. and also we hope that some of the solutions we offer in solving problems can be implemented in building KMNU going forward to be the best.

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## LETTER OF AUTHORIZATION

*Cikarang, March 23<sup>th</sup>, 2021*

Proposed by,



**Muhammad Pajrul Palah**

Project Manager

Acknowledged by,



**Ir. Erny Hutabarat MBA**

Lecturer IOD and HRM

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## ENCLOSURE I

Sunday March 28<sup>th</sup> 2021

NO	HOUR		DURATION	ACTIVITIES	IN CHARGE
	Start	End			
1	10.00	10.10	10 Minute	Opening	Moderator
2	10.10	11.30	80 Minute	Introduction to KMNU	Moderator
3	11.30	11.50	20 Minute	Closing	All Comittee

Saturday 10<sup>rd</sup> April 2021

NO	HOUR		DURATION	ACTIVITIES	IN CHARGE
	Start	End			
1	10.00	10.10	10 Minute	Opening	Moderator
2	10.10	11.30	80 Minute	Discussion	Moderator
3	11.30	11.50	20 Minute	Closing	All Comittee

Saturday 11<sup>th</sup> April 2021

NO	HOUR		DURATION	ACTIVITIES	IN CHARGE
	Start	End			
1	10.00	10.10	10 Minute	Opening	Moderator
2	10.10	11.30	80 Minute	Presenting The Result	Moderator
3	11.30	11.50	20 Minute	Closing	All Comittee

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## ENCLOSURE II

### Event Budgeting

No	Date	Description	Total	Total KB	Total Rp
1	March 28 <sup>th</sup> 2021	Kuota 3 (Tri)	2	1 GB	Rp. 20.000
		Kuota Telkomsel	3	1,5 GB	Rp. 48.000
		Kuota Telecom	1	1 GB	Rp. 10.000
2	3 <sup>rd</sup> April 2021	Kuota 3 (Tri)	2	1 GB	Rp. 20.000
		Kuota Telkomsel	3	1,5 GB	Rp. 48.000
		Kuota Telecom	1	1 GB	Rp. 10.000
3	10 <sup>th</sup> April 2021	Kuota 3 (Tri)	2	1 GB	Rp. 20.000
		Kuota Telkomsel	3	1,5 GB	Rp. 48.000
		Kuota Telecom	1	1 GB	Rp. 10.000
Total			15	10,5 GB	Rp. 234.000