



ANALYSIS OF REWARDING AND PUNISHMENT ON CV. PUTRA PERSADA MANDIRI SOUTH TANGERANG

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Abstract

This study aims to determine how the strategies, forms, and challenges of giving rewards and punishments to CV. Putra Persada Mandiri South Tangerang as the object of research. The method used in this research is descriptive and uses a qualitative approach. The instruments used are interviews (interviews), chain of evidence, focus group discussions (FGD) and SWOT analysis. Information obtained in this study, came from sources and informants, namely 1 (one) manager and 5 (five) employees of CV. Putra Persada Mandiri. The results of this study are a reward strategy given by employees when employees have good work performance through indicators that have been set by the company such as work discipline, enthusiasm for work, and compliance with applicable regulations. Punishment is given in the form of light punishment, moderate punishment, and severe punishment to every employee who violates the applicable rules. The most effective form of reward on CV. Putra Persada Mandiri, namely in the form of money (financial) and the form of punishment given by the company in the form of verbal warnings that pay attention to the psychological condition of employees. Challenges faced by CV. Putra Persada Mandiri in providing rewards, namely in the form of increasing the provision of rewards in the form of money (financial) in accordance with employee expectations. Meanwhile, the challenge in giving punishment is the provision of stricter sanctions/punishments but educating and leading to improvement.

Keywords: Rewards, Punishment

INTRODUCTION

In the ever-increasing development of the business world, the level of competition in various business fields is increasing. Often with these developments, the problems experienced by companies become more complex because the company will face more competitors. However, companies are always required to be able to achieve product sales in accordance with the expected targets. Human resources greatly determine the success of a company, without the support of reliable human resources company activities cannot be completed properly. Therefore, companies must be able to properly empower all components of their human resources to be able to increase competitiveness. The problem that companies often face in achieving goals is poor employee performance. Employee performance that is poor or does not meet expectations can be caused by many factors, including reward giving, compensation, work morale, work discipline, work environment, leadership, and so on. The most dominant factor that plays a role in improving performance is increasing employee welfare in the form of providing rewards/compensation or material ones and enforcing them. Strict regulations in the form of punishment from the company so that employees obey them. The purpose of giving rewards is to improve employee performance so that the targets set by the company are achieved and the company

gets profits in the form of profits that meet expectations. These profits will have an impact on improving the welfare of employees and company owners. Not only employees and companies benefit, but the government also has an impact on the company's profits. The government receives tax payments from companies, and the taxes paid by companies will be returned to the community in the form of infrastructure development and so on. Meanwhile, the purpose of giving punishment is to provide a deterrent effect when employees violate company regulations or are disciplinary. With obedience from employees in the company, it is hoped that employee performance will also increase. So reward and punishment are the most important factors in improving employee performance. To stimulate employee morale, companies must fulfill several criteria through the application of HR management techniques and the application of concepts, which include the role of managing and empowering employees by providing rewards and punishments. Rewards are rewards, prizes, awards or rewards which aim to make someone become more active in their efforts to improve or increase the performance that has been achieved (Nugroho in Rosyid & Abdullah, 2018:9). CV has also implemented rewards. Putra Persada Mandiri to its employees. CV. Putra Persada Mandiri is a Small and Medium Enterprises (UKM) unit founded in 2002 and renewed in 2019. This company is engaged in the production and sale of honey and herbs located in the South Tangerang area. Even though the company is still classified as a Small and Medium Enterprises (UKM) unit, the management has implemented rewards. The following is data on employee rewards that apply to CVs. Putra Persada Mandiri:

Table 1 Types of Rewards (In thousands)

No	Jenis Reward	Keterangan
1	Insentive	Rp. 200 – Rp. 1.000
2	Allowance	Rp. 1.800
3	Target	<i>Tentative</i>
4	Gift	<i>Tentative</i>
5	Facility	Motorcycle

Source: Administration Section of CV. Putra Persada Mandiri

From the information data in the table above, it shows several types of rewards given by CV. Putra Persada Mandiri to the employees who work in it. In giving rewards, the company adapts to the company's capabilities and according to the appropriateness of giving them. Rewards in the form of incentives, THR, prizes and bonuses are given to all employees when each individual employee is assessed for good performance. Incentives, THR, gifts are given from management to employees with a nominal value that is tentative or situationally adjusted to the company's existing finances. Meanwhile, rewards in the form of target bonuses are given to sales and marketing employees when they achieve the set sales targets.

Punishment can be interpreted as a punishment given to someone after an employee carries out a negative behavior with the aim of correcting the negative behavior. The fear that arises from the

punishment given has a beneficial effect on inhibiting these negative desires, because if the negative behavior is repeated then the same punishment will be received. Punishment has levels of punishment, namely light punishment, medium punishment and heavy punishment. Seen on CV. Putra Persada Mandiri in giving punishment is still in the form of light punishment in the form of a warning. This means that the company tries to educate and guide its employees in improving the quality of their human resources. The following is the punishment data that applies to CV. Putra Persada Mandiri South Tangerang:

Table 2 Types Of Punishment

No	Jenis <i>Punishment</i>	Keterangan
1	Light punishment	Punishment takes the form of a verbal warning
2	Medium Penalty	Punishment in the form of salary deductions, postponement of incentives and postponement of bonuses
3	Severe punishment	Punishment in the form of dismissal

Source: Administration Section of CV. Putra Persada Mandiri

The data table above provides punishment information or penalties imposed on CV. Putra Persada Mandiri Tangerang South. Where punishment is given, the company tries to give the punishment as wisely as possible so that employees understand the reason for giving the punishment. Punishment in the form of a verbal warning is applied when an employee commits a minor offense (minor punishment). Punishment in the form of salary cuts, postponement of incentives and postponement of bonuses is applied when an employee makes a mistake that has a significant impact on the company's condition (medium penalty), and dismissal punishment is applied when an employee commits an act that is very detrimental to the company (severe penalty), such as criminal action. All punishments are applied by management through careful consideration and care. When giving punishment, the company always pays attention to the psychology of the employees with the aim that the company can carry out the strategy that has been determined.

METHOD

In writing this research, it is a descriptive type of research with a qualitative approach. According to Tarjo (2019:28) "The descriptive method is a method for researching the status of human groups, objects, a set of conditions, a system of thought, or a class of events in the present." The aim of descriptive research is to create systematic, factual and accurate descriptions, images or paintings regarding the facts, properties and relationships between the phenomena being investigated. This research was carried out by describing the form and process of giving rewards and punishments that occurred at the research object.

According to Anggito and Setiawan (2018: 8) "Qualitative Research Method is collecting data in a natural setting with the aim of interpreting phenomena that occur where the researcher is the key

instrument, sampling data sources is carried out purposively and snowballing, the collection technique is triangulation (combination) ", data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization." This research uses qualitative methods, namely; by analyzing all aspects related to the form and process of providing rewards and punishments to research objects. This research uses SWOT analysis.

What is meant by unit of analysis in a study is a particular unit that is taken into account as a research subject. According to Sugiyono (2016: 298) states that the unit of analysis is the unit under study which can be an individual, group, object or a social event setting, such as the activities of an individual or group as a research subject.

RESULTS AND DISCUSSION

Results from SWOT Analysis

Table 3 SWOT Matrix Analysis of Rewards and Punishments

INTERNAL EXSTERNAL	Strengths	Weakneses
	1. The strategy is considered effective in providing rewards and punishment to employees 2. Right on target, giving rewards and punishment to employees according to the goals the company wants to achieve 3. The form of giving rewards and punishment is in line with the expectations of the majority of employees 4. Good working relationships between superiors and subordinates working relationships between fellow employees	1. The nominal value for giving rewards is still considered relatively low 2. Less firm in providing punishment for violations that occur in the company

Opportunities Increase in company profits. 1. Improving employee performance in the future, so that company goals can be achieved according to previously made plans 2. The company's vision and mission can be realized 3. Maximize the potential of existing employees, by conducting training and education, including increasing or improving the reward and punishment system	Strategy S-O 1. Giving rewards to employees is more in the form of money (financial) and giving punishment is more in the form of verbal warnings or written warnings 2. Giving shape reward can be improved further by providing rewards in the form of health insurance or insurance (non-financial rewards) 3. Further improve relations between superiors and subordinates and relations between fellow workers with various kinds of events, such as holding gatherings or family days	Strategy W-O 1. The nominal reward can be increased further in accordance with the wage regulations that apply in the area where the company is founded 2. When giving punishment, management should be more firm and make regulations in writing and socialize them to all employees
Threats 1. There is a possibility that employees will leave their current job. 2. There are new job opportunities in other companies, which provide better rewards. 3. The company will recruit new employees which will require time and money	Strategy S-T 1. When giving rewards, focus more on increasing the monetary value of the reward. 2. Improve and improving the system in providing rewards and punishment which is deemed not yet provide satisfaction to employees. The relationship between the company and employees must have a written agreement for a certain period of employment.	Strategy W-T 1. When giving rewards, focus more on increasing the nominal value of the award. 2. When giving rewards, add the type of award given. 3. When giving punishment, management should be more firm but humane, so that employees can accept the sanctions/punishments given.

The following are the results of the analysis carried out on CV. Putra Persada Mandiri South Tangerang in providing rewards and punishments, is as follows:

Reward and Punishment Strategy

On CV. Putra Persada Mandiri South Tangerang in its reward and punishment strategy is considered to be quite good and in accordance with what company management should give to its employees. Where in giving rewards, employees are assessed as having discipline, work enthusiasm and obeying regulations which are indicators for assessing work performance in the assessment carried out by company management. In the sales section, rewards, awarded when employees achieve sales targets. Likewise, when giving punishment, it is given in accordance with the regulations given by company management when employees make mistakes, break the rules or commit criminal acts.

Forms of Reward and Punishment

On CV. Putra Persada Mandiri South Tangerang in providing rewards and punishments is considered good and meets the expectations of the employees who work there. Where in the form of giving rewards, priority is given in the form of money (financial), namely in the form of incentives and bonuses (achievement bonuses and sales target bonuses). Likewise, when giving punishment, the company gives more verbal warnings but by paying attention to the psychological condition of employees who are given warnings and punishment in the form of salary cuts when employees make serious mistakes. This is considered by the employees to be in accordance with applicable regulations and is considered quite wise.

Challenges to Providing Rewards and Punishments

Challenges faced by CV. Putra Persada Mandiri South Tangerang in giving rewards and punishments seems to have quite a lot of challenges. Where the provision of rewards to companies is still considered low and the form of reward is still considered minimal. Low rewards will affect employee morale and work performance, resulting in decreased performance employee. Likewise, the forms of rewards given are limited to incentives and bonuses whose nominal value is not always fixed/changes according to the company's financial conditions. The challenge with punishment is the lack of firmness on the part of management in administering sanctions/punishments. The reason for management is that management always pays attention to employee psychology, so that the sanctions/punishments given do not burden employees so that they become depressed and ultimately stop working. With employees quitting their jobs, this is a new problem for management. Management must find replacements for employees who leave, and teach new workers their jobs. This is a burden that requires time and costs, thus hindering the achievement of previously established company goals. Therefore, there is a need to increase and improve the reward and punishment system at CV. Putra Persada Mandiri South Tangerang, so that the challenges faced become lighter and it is also easier for the company to realize the company's vision and mission.

CONCLUSION

Based on the results of the research and discussion described previously, it can be concluded that giving rewards and punishment to CV. Putra Persada Mandiri South Tangerang is considered quite good, but there must be improvements and improvements. There are several things that can be concluded from the results of this research, namely: Strategy for providing rewards and punishment to CV. Putra Persada Mandiri South Tangerang: a. The reward strategy is given to employees who have good work performance through assessment indicators, namely; work discipline, work enthusiasm and compliance with the regulations that apply to the CV company. Putra Persada Mandiri, South Tangerang. b. The punishment strategy is given in the form of light punishment, medium punishment and heavy punishment to every employee who violates applicable rules and even criminal acts. Forms of giving

rewards and punishment to CV. Putra Persada Mandiri South Tangerang: a. The most effective form of reward at the CV Putra Persada Mandiri company is a reward in the form of money (financial) of any kind. rewards, whether in the form of commissions, incentives or year-end bonuses/sales target bonuses. b. A form of punishment that is appropriate to the conditions of the CV company. Putra Persada Mandiri, namely punishment in the form of a verbal warning taking into account the employee's psychological condition and severe punishment in the form of dismissal given when the employee actually makes a serious mistake that is detrimental to the company. Challenges in providing rewards and punishment to CVs. Putra Persada Mandiri South Tangerang: a. Challenges in providing rewards faced by CV companies. Putra Persada Mandiri, namely in the form of increasing employee rewards, especially in the form of money (financial) in order to realize the hopes of the majority of employees. b. Challenges of giving punishment faced by CV companies. Putra Persada Mandiri, namely sanctions/punishments that are stricter but educational and lead to improvement.

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