

## **Leadership Policy and Empowerment of Human Resources in Production Houses in Jakarta**

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### **Abstract**

The purpose of this research is to determine leadership policies in empowering employees and the demands of the world of the creative industry on production houses engaged in television, film, advertising production, and company profiles. Research method with a qualitative approach that describes the phenomenon of events at production house locations. Collection techniques were obtained through field observations, in-depth interviews with key respondents who understand the problem, documentation studies in the form of existing archives and scenario notes, and focus group discussions on the data obtained, discussed together with the existing crew. The research results show that production house leaders want a policy to empower their human resources, so they can meet company needs and customer demands, but are often constrained by work demands, production deadlines, and employee working hours, as well as technology and other factors. Leader policies in implementing production house management to improve the company through empowering Human Resources. Policies that have been implemented include employee protection, strengthening employee systems, and support and maintenance.

**Keywords:** Leadership, Human Resources, Production House

### **I. Introduction**

Production houses and other service providers can improve production quality and customer satisfaction. For this reason, it is necessary to develop a more diverse and competitive strategy to maintain and improve a market that continues to demand innovation and technological demands that continue to develop. Production houses are the industrial world that produces television programs, advertisements, and company profiles, which are required to continue to develop in the use of technology and the development of human resources. The creative industry in production houses is very dependent on existing human resources, starting from ideas, production, and post-production, all using the services of human creative ideas.

In production, of course, you need a policy that regulates the production system so that everything runs according to the production flow, starting from pre-production, production, and post-production. Production in a program relies on teamwork, and this is where the role of a leader is needed to mobilize all supporting aspects in meeting company needs and customer demands. For this reason, a human resource management policy is needed that can unite teamwork with equal treatment and work on their qualifications. (Wilson, 2012:89). based on these assumptions, various work behaviors, work conditions, and job characteristics can be represented in various types of work

In this case, management or leaders will have a working relationship that is appropriate to their role effectively among fellow employees, both those who have positions as leaders in the managerial structure and among colleagues in the civil service line. It is hoped that it can help in implementing technical policies in the field of operations for employees without having to feel the burden of being ordered and coerced, thus minimizing the gaps that occur both between fellow employees and with leaders, in addition to the level of obstacles in interactions that can cause distortions both in communication and social relations can also be minimized. Through optimal use of Work Spirit, it can also become a medium for exchanging opinions and attitudes as a basis for adjustments in interactions between employees to strengthen relationships and increase work enthusiasm.

Proper human resource management will show how a company can obtain and develop, use, evaluate, and maintain employees by specified qualifications to achieve company goals so that it can survive the rapid competition, especially in the world of creative industries. Regarding Resource Empowerment Man. (Priyana, Indarta., 2016). States that employee empowerment (human resources) is mainly related to trust, motivation, decision-making, and crossing the barriers between management and employees. Empowerment allows employees to participate in decision-making, helping them get out of a stagnant way of thinking (stagnant mindsets) to take risks and try something new. This statement is interesting because it means that human empowerment should use the right way of thinking and policies.

Rumah Produksi is a production house that provides production services for television programs, films, advertisements, and company profiles. With such varied production and many demands for production quality and satisfactory results for customers, it will certainly demand work and comfort for the human resources involved in it, so professional human resources are demanded to be able to provide quality information and entertainment for the wider community.

## **2. Research methods**

This research uses a descriptive qualitative approach, with the main research objectives, namely to study, describe, and analyze data and information according to research needs

### **2.1. Data collection technique**

The data collection techniques commonly used in qualitative approaches are (a) observation, (b) in-depth interviews, (c) documentation studies, (d) Focus Group Discussion, (e) participatory.

In this study, researchers used data collection techniques using unstructured observation, passive participant observation, documentation, and interviews. (Indrawan., at al., 2014: 133). Can provide more descriptive descriptions from the results of observations, interviews, and documentation studies. The data that has been obtained is analyzed qualitatively and described in descriptive form

### **2.2. Research Instrument**

In the data collection instrument as a research instrument, it becomes a tool chosen and used by researchers in obtaining data. To be systematic and easy. (Nastiti, G. Astri., 2015). Therefore, the researcher as an instrument also uses other supporting instruments such as an interview guide with open questions where each question may be developed and specific. The interview guide uses field notes to record phenomena that the company hears, sees, and experiences in the production house.

### **2.3. Data Analysis**

Data analysis begins with conducting in-depth interviews with key informants, who understand and know the situation of the research object in the production house. Researchers can write and record important things from the interview results into transcripts, and then researchers read and understand them carefully and then carry out data reduction and data validation.

## **3. Results and Discussion**

A creative production house that carries quality programs and prioritizes quality content and production techniques, of course, the Samuan studio is faced with the problem of human resources who have adequate qualifications in their field. With the world of creative industry which prioritizes the results of ideas and technical operation of tools for the final result, it will provide a good company image in the eyes of the public and customers.

Maintaining good quality and accuracy, to date Samuan Rumah Kreasi continues to survive as a production house that can compete and produce television programs that are trustworthy and of good quality in terms of content and technicality.

### **3.1. Vision and mission**

Vision: To become a leading company in educating humanity through visual communication media. Production House Mission

Mission (a). become a leading production house producing documentaries (b). Have a strong, solid, tough, and well-organized work team (c). produce smart and interesting concepts and ideas in producing films (d). encourage the formation of community networks that share knowledge, technology, and adventure (e). produce high standard and good quality products for customer satisfaction

### **3.2. Production House Leadership in Leadership Policy and Human Resource Empowerment**

In the production house management of the production division, there is a person who is responsible for making the program until completion, in this case headed by the production manager, In his duties the production manager in the production house prioritizes the function or running of all departments. He is in charge of organizing work and maximizing existing potential. throughout the department.

Managers are responsible for production operations from process to production. The basics that the Production Manager must remember when carrying out their duties are:

- a. If there is any doubt, it must be asked immediately, for example regarding the shooting location
- b. Check the results of the scenario analysis carried out by the director, ask about the tools used, and choose other options from the director
- c. Don't assume anything, such as if there are doubtful things such as schedule sheets, or budgets.
- d. Production managers should not make decisions on their own, for example, filming requires a mock-up of a car engine to show the working process of the engine.
- e. The production manager should not think that it is finished, without having to check the equipment, is alive and safe

- f. The production manager must carry out checks all the time. He must ensure that all production elements go according to plan.
- g. Production managers must not give uncertain answers but are obliged to give definite answers

### **3.3. Production House Approach in Leadership Policy and Human Resource Empowerment**

Company leadership organizes and determines personnel programs that cover the following issues.

- a. Determine the number, quality, and effective placement of workforce by company needs based on job descriptions, job specifications, job requirements, and job evaluation.
- b. Determine the withdrawal, selection, and placement of employees based on the principle of the right man in the right place and the right man in the right. Establish welfare, development, promotion, and termination programs. As well as offering supply and demand for human resources in the future.
- c. Estimating the state of the economy in general and company development in particular.
- d. Closely monitor labor laws and compensation policies of similar companies. Monitor technical progress and the development of labor unions and carry out employee education, training, and performance assessments.
- e. Manage employee transfers both vertically and horizontally and regulate retirement, dismissal, and severance pay. In general, production houses have also implemented several rules according to the HR Management function itself, starting from work rules, division of work, discipline, and working hours.

One of the rules that was made was related to the division of work, The production team was originally only tasked with being the person who would be responsible for technical production matters, but in practice in the field they also had to be the team that had to make presentations which were included in the marketing realm, but because technically the production team the more you understand, the easier it will be to present to customers, meaning the production team has to get out of their work duties because of creative demands.

Then the production processing time sometimes requires the production team to stay in the office longer and sometimes they have to accompany customers who want to see the final stage of the production process, such as editing and voice acting. Those are the rules that exist in production house companies and some things do not cover the work of the production team, but because of the demands of creativity and ties to a television program, they will become part of a part that must be done. Another example that occurs is regarding work clothes, which must be neat, wearing a shirt, work shoes, and material trousers, but for the children of the production team in the field, of course, this will be difficult to do, even for editors who have very long working hours. length and comfort of work.

### **3.4. Empowerment of Production House HR in Leadership and Human Resource Empowerment Policies**

Empowering human resources (HR) in production houses into five approaches including the following:

- a. In the world of broadcasting, especially in production houses, the rules for office hours and working hours are often at odds, especially in the production division, For

example, cameramen and reporters with the requirement of having to report outside the city for a long time, over the weekend during holidays and sometimes more because of weather factors. Not to mention the editing division, for example, they have to be required to meet work deadlines until work hours are over or late at night. In the world of television production, this has become a habitual occurrence and everyone is required to work according to targets for customer satisfaction and broadcast demands. In this case, the company provides a policy by providing flexibility in working hours or changing working days.

- b. Empowering Policies are made by companies, in this case, the company leadership, to support the running of healthy production in a company, therefore policy formulation must pay attention to the interests of all parties in the company to encourage the same goals within the company and can motivate all parties to contribute. Another strengthening effort made by the company is trying to develop the knowledge and skills of employees according to their field. In this case, there are lots of discussions, camera technical training, editing, and participating in various film festivals.

### **3.5. Protection of Support and Maintenance of Production Houses in Leadership and Human Resources Empowerment Policies**

The forms of Support and Maintenance Protection carried out by the Production House include the following:

- a. Employee protection follows all government programs, including health insurance and retirement benefits, then Other protection is additional protection for production teams in the field and creates peace of mind while working.
- b. Supporting To support this goal, various policies made by the company must be communicated to all interested parties so that good communication occurs between the two main interest groups, namely the company represented by management and employees of the production house so that these policies can provide maximum results for the company's goals. customer-oriented.
- c. Maintenance in the production house, which relies on the creativity of human resources in the production division, is ultimately a policy implemented by the company to meet the demands of employee creativity by relying on the results of their work. Management realizes that providing comfort in employee creativity space is the biggest thing to retain employees with their best results

Management realizes that the goals of the new production house will be achieved if harmonious cooperation is fostered between fellow employees, subordinates, and superiors, and there is good interaction between all employees. This thinking is based on the existence of interdependence, interaction, and interrelationships between fellow employees and management.

Policies with systems such as input, process, and output. It is a unified whole working systematically. And the resulting output is accurate production and quality work that is full of creativity. Indirectly, the policies implemented are two-way communication and positive feedback. Obtain maximum results in implementing human resource management in production houses

## **4. Conclusions and Suggestion**

### **4.1. Conclusions**

Production houses must continue to increase employee creativity and empowerment as well as work with wise policies, through leadership policies in empowering human resources in production houses. Overall, this research can draw the following conclusions:

- a. A production house is a business that is at the forefront of the creative industry and involves many human ideas, so a leadership policy is needed as a form of the company's own goals.
- b. In production houses, leadership policies in HR empowerment are more directed at policies to provide space and comfort for employees to complete their work.
- c. The policies implemented by the leadership in empowering human resources have referred to these five elements, namely enabling which refers to work flexibility by the working principles of the creative industrial world, strengthening by conducting training on various new production support tools and unifying the company's goals, protection can be seen in Providing insurance and social security, support, in this case, prioritizing good and directed communication for all employees and leaders, then maintaining the company's emphasis on employee comfort in their work will give them a sense of belonging to the company.
- d. The development of this policy has shortcomings, especially in the protection and maintenance of employees. It is necessary to consider other policies such as leadership behavior in production house developers.

#### 4.2. Suggestion

Based on the discussion and conclusions regarding production house management, suggestions can be made as follows:

- a. For a production house to improve its quality and quantity, it must be continuous in carrying out its production because it concerns image and broadcast time on television, films, and company profiles, so that the company continues to exist.
- b. For production house leaders to implement policies, and approaches and empower human resources, so that this is accompanied by protection, support, and maintenance of the production house
- c. For human resources, both human resources and employees and artists, it is hoped that there will be synergy in working at the production house so that they can improve individual quality and can synergize with other employees.

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