

Marketing, Operations, And Human Capital Strategy Implementation for Startup Business: Bilik Hukum

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Abstract

The purpose of this study is to (1) determine the marketing planning of the Bilik Hukum in achieving the long-term strategy, (2) find out the operational planning of the Bilik Hukum in achieving the long-term strategy, and (3) determine the strategy in achieving 100% of the strength of human capital of Bilik Hukum. In this study using SWOT analysis in determining planning in overcoming the overall challenges. The results of this study indicate that Bilik Hukum develops competitive advantage through Segmenting, Targeting, and Positioning (STP) and marketing mix strategies to create business continuity and competitive advantage. From an operational perspective, Bilik Hukum differentiates its products, competitive prices, and be responsive in providing services. To achieve 100% HR strength as a long-term strategy, the aspects that need to be considered are (1) the projection of the number of employees needed, (2) identifying HR in the organization, (3) analyzing the balance of demand and supply, and (4) run the action program. The results of this study are expected to assist new businesses in determining their plans so that they have superior, competitive, and profitable capacities in achieving long-term strategies.

Keywords

marketing planning; operation planning; human capital planning; long-term strategy



I. Introduction

Indonesia is a constitutional state based on the 1945 Constitution. Law is the basic rules that are used as the basic foundation and source for the enactment of all laws, statutory regulations and the administration of state government. Law is divided into two, namely written law and oral law. Law has a very important role in deciding civil and criminal lawsuits

Table 1. Data on Civil and Criminal Lawsuits

No	Description	Civil Lawsuit (Court)	Criminal Lawsuit (Court)
1	Remaining Cases of 2019	11.237	23.594
2	Incoming Cases	36.664	134.344
3	Load Cases	47.937	157.938
4	Decided Cases of 2020	32.741	136.100
5	Remaining Cases of 2020	13.018	21.838

Source: Mahkamah Agung Indonesia (2021)

The results of the initial survey stated that all respondents expressed their opinion that the rule of law in Indonesia is very necessary, as many as 64% of the respondents had faced the law and 36% of the respondents had never faced the law. As many as 80% of respondents stated that access to legal in Indonesia is not easy to reach and as many as 88% of respondents stated that the cost of consulting and legal assistance is quite expensive. A total of 28 respondents from 30 respondents also thought that they agreed and wanted to use applications and websites related to legal consultation and assistance.

Based on data from the Asosiasi Penyelenggara Jasa Internet Indonesia (2022), internet users in Indonesia reach 210 million people and more than 77 percent of the Indonesian population already uses the internet. Utilization of information technology that is currently developing can make it easier for users to fulfill their needs, one of which is access to legal consultation and assistance. The presence of applications and websites for legal consultation and assistance can be a solution for people who live in a fast-paced era and want to solve problems in an effective and efficient way. This encourages the growth of the online legal consultation and assistance business. Based on Playstore data in June 2022, the legal consultation and assistance with the highest number of users are MyLawyers with >10,000 users, Jago Hukum with >5000 users, OleCo Legal Consulting Online with >1,000 users, and Kisworo Advokat with >500 users.

Along with the increasingly fierce competition in the legal consultation and assistance application and website-based, companies must be able to develop appropriate business plans in order to create a competitive advantage. Therefore, through this research, the researcher tries to determine the right plan that can be applied by Bilik Hukum in developing its business. The purpose of this study is to (1) determine the marketing plan of Bilik Hukum in achieving long-term strategy, (2) find out the operational planning of Bilik Hukum in achieving a long-term strategy, and (3) find out the strategy in achieving 100% HR strength as a long-term strategy of Bilik Hukum.

II. Review of Literature

2.1 Marketing Plan

According to Ferrell & Hartline (2011), the marketing plan provides an outline of how the organization will combine product decisions, pricing, distribution, and promotion to create attractive offers for customers. The marketing plan is also concerned with the implementation, control, and refinement of these decisions. The following are five marketing objectives. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

1. The marketing plan should describe the current and future situation of the organization, including the SWOT analysis and the company's past performance;
2. The marketing plan determines the expected results (goals and objectives) so that the company can anticipate the situation at the end of the planning period;
3. The marketing plan describes the specific actions to be taken so that responsibility for each action can be defined and implemented;
4. The marketing plan identifies the resources needed to carry out the planned actions; and

5. Allows monitoring of each action and its results. Feedback from monitoring and control provides information to start the planning cycle in the next time frame.

2.2 Operations Plan

Operations management is a system of value-creating activities in the form of goods and services through the transformation of inputs into outputs (Heizer & Render, 2011). Operational plans include planning for short-term operational activities to support the achievement of long-term goals. Operational planning must be designed in business planning in order to explain the steps and objectives of each ongoing activity process that can be easily understood and explained to interested parties. Through operations strategy, competitive advantage can be achieved through (1) Competing on differentiation, (2) Competing on costs (Low Cost), and (3) Competing on response.

2.3 Human Capital Plan

According to Torrington (2017), human resource planning is important because it can identify:

1. Ability gap – lack of sufficient skills, people or knowledge in the business that will prevent successful implementation of the strategy;
2. Capability surplus – provides scope for efficiencies and new opportunities to leverage currently underutilized skills, people and knowledge to influence strategy;
3. Poor use of labor – inappropriate human resource practices that need to be changed;
4. Talent pool development – to ensure an internal supply of employees who are ready to be promoted, especially the leadership path.

Human resource planning has become one of the most important factors for organizational success. HR strategy combines activities related to HR management to achieve HR goals and objectives.

III. Research Method

3.1 SWOT Analysis

SWOT analysis consists of strengths, weaknesses, opportunities, and threats which is a planning process that helps companies to overcome challenges and determine what should be addressed as a whole. Researchers have identified the strengths, weaknesses, opportunities and threats of Bilik Hukum.

a) External Factor Analysis

Table 2. External Factor Analysis Bilik Hukum

Opportunity		Threat	
1	The government encourages the development of digital-based law enforcement	1	The existence of government policies related to electronic transactions and protection of personal data in electronic systems within a certain time.
2	There are people who need digital-based legal consultation and assistance services at relevant rates.	2	People's income and economic status are not evenly distributed.
3	Increasing the number of criminal and civil cases so that many people need legal consultation and assistance	3	Social inequality in the selection of professionals.

	services.		
4	The number of people who still don't understand the law so that Bilik Hukum becomes an application for the introduction of the law	4	The reach of the internet in Indonesia is uneven.
5	There is a GAP of legal actors with the implementation of the law.	5	There is a hacking glitch that attacks the server.
6	Internet users are increasing, supported by the IoT (internet of thing).		

b) Internal Factor Analysis

Table 3. Internal Factor Analysis Bilik Hukum

Strength		Weakness	
1	Price Standardization	1	Legal Procedure Education
2	Problem Solving by Professional Law Offices in each Region.	2	Quality of Application Features.
3	Easily Accessible Websites and Applications (User Friendly)		
4	Privacy Preserved		
5	Finance		
6	E-payment Technology		
7	Excellent Services		
8	Partnership		



■ Harvest or Divestiture ■ Hold and Maintain ■ Grow and Build

Figure 1. IE Matrix of Bilik Hukum

IE Matrix is one of the strategic management instruments to analyze the changing conditions and what strategic steps the company should take. The internal factors evaluation value of the Bilik Hukum business is 3.44 while the external factors evaluation value has a score of 3.30, so the IE Matrix of the Bilik Hukum business will look like the image below. In the internal-external Matrix, the Bilik Hukum is positioned in cell I. This means that the Bilik Hukum business is in the Grow and Build position.

3.2 Long Term Strategic Planning Bilik Hukum

Table 4. Strategi Jangka Panjang Bilik Hukum

Division	Long Term Strategic
Marketing	Bilik Hukum applies the sticky engine strategy.
	Doing branding to improve the reputation of Bilik Hukum through a paid engine strategy and continuing to educate by holding seminars and webinars.
	Consistency in establishing good relationships with existing business partners.
Operations	Consistency in the development and maintenance of services and system
HR	Improving the quality of human resources in Bilik Hukum by holding knowledge sharing on a regular basis
	Maintain a consistent organizational culture and sense of unity

IV. Result and Discussion

4.1 Marketing Plan Bilik Hukum

Bilik Hukum develops competitive advantage through segmenting, targeting, and positioning (STP) precisely in the minds of consumers. Marketers must segment the market, select appropriate targets, and develop the company's position. The STP formula is the essence of marketing strategy because all marketing strategies are built on STP. A company finds different needs and groups in the market, targets them in a superior way, and then positions its offering so that the target market recognizes the offering and the company's distinctive image (Kotler & Keller, 2012).

a. Segmenting, Targeting, and Positioning

1. Segmenting

Segmentation is the first stage in marketing strategy formulation and this method enables companies to better understand their customers in order to target the marketing efforts effectively and efficiently (Andayani et al. 2020). The customer segmentation of Bilik Hukum is all Indonesian people who are unfamiliar with the law and need legal assistance with professionals in their fields and can be reached to every area that cooperates with Legal Aid Institutions in Indonesia.

Table 5. Segmentation of Bilik Hukum

VARIABLE		DESCRIPTION
Geographical	Region	Sabang – Merauke
	Area	7.659 km ² dan 9160 km ²
	Population	255.024.208 People
	Government	National
	Climate	Dry and rainy season
Demographic	Age	Above 15 years
	Gender	Male and Female
	Educational Background	All
Psychographic	Social Class	All
	Personality	Cognitive: common people

a. Segmentation by Geographic

Bilik Hukum segmentation is all Indonesian people who are unfamiliar with the law and need legal assistance.

b. Segmentation By Demographic

Bilik Hukum focuses on providing education and introduction regarding the Bilik Hukum application and website to people aged 15 years and over. However, for the special assistance, a minimum age of 18 years or already married is required, referring to Law No. 30 of 2004. Bilik Hukum is not limited by education strata and gender.

c. Segmentation Based on Psychographics

Bilik Hukum is present as an application and website to provide information and legal consultation and assistance service effectively and efficiently for all social groups who need legal assistance as well as those who are not familiar with the law.

2. Targeting

The targeting of Bilik Hukum is all Indonesian people from Sabang to Marauke who need information related to the law and services both from consultation and legal assistance that are relatively and efficiently assisted by professionals in their fields. Currently, position of Bilik Hukum is between Legal Aid Institutions such as Lawgo, BPHN, and My Lawyer. The following is the position of the Legal Chamber compared to other legal aid institutions.

3. Positioning

Low	High
High	<ul style="list-style-type: none"> • Bilik Hukum
Low	
<ul style="list-style-type: none"> • Lawgo • BPHN 	<ul style="list-style-type: none"> • My Lawyer

Figure 2. Positioning of Bilik Hukum

4.2 Marketing Mix

Bilik Hukum is an application and website that offers legal consulting and assistance that has a B2C (Business to Customer) marketing strategy in accordance with its unique value proposition, namely having a Chatbot feature that can respond to questions from the selection of consulting and mentoring services as well as using an internal VPN to maintain privacy and equity. national rates. Here is the marketing mix of Bilik Hukum.

a. Product and Process

The unique value proposition of Bilik Hukum makes it easier for the community to access legal assistance, either consultation or assistance according to the problems they face. Bilik Hukum will use social media and endorsers as promotional media to introduce the Bilik Hukum application and website along with the superior features it has, such as the Chatbot feature, legal advisory service system, and services to facilitate services if there are obstacles in the process. In addition, the application and website design of Bilik Hukum has a simple user interface, comfortable to use, and attractive according to the times. The user experience that consumers will get is satisfaction in handling cases in a professional, efficient, efficient and can be accessed with smartphones, PCs, or laptops.

b. Price

The prices for the services offered from Bilik Hukum vary such as consulting services, civil and criminal assistance services, additional services according to customer needs at competitive price, and evenly distributed costs throughout Indonesia.

c. Promotion

Based on QSPM, Bilik Hukum is most suitable for promotion with social media. The following is a mapping of promotional activities of Bilik Hukum

Table 6. Promotion of Bilik Hukum

Promotion	Platform
Digital Advertising	YouTube, Google, Instagram
Endorsement	YouTube, Instagram
Event	Seminar, Spanduk, Webinar

d. Place

Bilik Hukum application can be downloaded through the Playstore and Appstore so that it is easy to access as long as there is an internet network.

4.3 Operations Plan of Bilik Hukum

a. Operations Design

1. Product Design

In the application and website, Bilik Hukum has main features that are easily accessible by users, such as:

1. Legal Consultation
2. Legal Assistance
3. Additional Services; Commercial law, international law, establishment of PT and CV, consultation and tax reporting and code of ethics issues that require legal assistance with the provisions of applicable laws and regulations.

2. Product and Price Detail

Bilik Hukum offers its services at an affordable and competitive cost. The product details offered by Bilik Hukum are divided into three types, including:

1. Civil Law; a system of regulations that regulate the relationship between people with one another with an emphasis on individual interests.
2. Criminal Law; part of the overall law in force in a country that establishes the basics and regulates provisions regarding prohibited acts that are accompanied by criminal threats for anyone who commits.

Table 7. Product Detail of Bilik Hukum

Civil Law	Criminal Law	Additional Service
Divorce	Drugs	Code of Ethics
Child custody	Traffic Accident	Commercial Law
Land Dispute	Defamation	International Law
Inheritance	Immoral	PT/CV establishment
Debts	Fraud	Tax consulting and reporting
	Embezzlement	
	Corruption	
	Fake investment	
	Environmental pollution	

Table 8. Service price of Bilik Hukum

Produk	Price (Rp)
Law consultation	500.000 / 2 Hours
Law assistance	
Criminal Law	75.000.000 / Case
Civil Law	35.000.000 / Case
Additional Service	20.000.000 / Case*

*Term and Condition Applied

b. Process of Technology

Bilik Hukum can be access from those who use a smartphone or PC/Laptop that is connected to Bilik Hukum server via the internet network. The technology process will continue to develop along with technological advances in line with customer activity patterns that are also changing (Yanuar et al., 2021). Operational activities consist of two stages, namely the preparation stage and the launch stage. The preparation stage is the stage where the operational division designs and analyzes appropriate business processes, implements technology, and builds partners. Furthermore, the launch stage is the stage where the company releases a product to the market that can be obtained by users through predetermined channels. After the product is launched, the company continues to monitor features, carry out regular maintenance and evaluation, and update technology to achieve the best results (Taryana et al. 2021). In the operational process, determining the location of the business is very important to achieve effective and efficient operations. Factors that have a significant effect on determining the location are the minimum wage, factory environment, and fleet mobilization. These factors have an impact on the effectiveness of the company and reduce the company's operational costs (Ramadhan et al. 2020).

c. Supply Chain Management

Bilik Hukum cooperates with several vendors such as web developers/IT consultants/software houses and programmers who can support every business activity of Bilik Hukum. In addition, cooperation is carried out with internet service providers and payment vendors that provide many payment options in transactions such as Banking, Payment Gateway, and digital payment companies such as DANA, OVO, GoPay, and Doku.

d. Inventory Planning and Control

The availability of professional consulting services and legal assistants is a priority for Bilik Hukum business so that problems faced by clients can be resolved with appropriate solutions according to applicable law.

e. Quality Management

Bilik Hukum adheres to a FISIT (Fast, Integrity, Solution, Informative, and Trust) culture. Through the corporate culture, it is hoped that it will create loyalty and comfort for clients to continue to use the legal consultation and assistance services from the Law Office when they need it again.

4.4 Human Capital Planning of Bilik Hukum

a. Culture and Corporate Value

Bilik Hukum has the tagline “The Law Is There and We Are the Answer” which means that Bilik Hukum will provide information and solutions for those who are facing legal problems. The "FISIT" culture with the following description:

1. Fast = Serving quickly and responsive
2. Integrity = HR with integrity and competence
3. Solution = Respond and provide solutions
4. Informative = Provide information clearly, concisely, concisely
5. Trust = Trusted in providing information and solutions

Corporate Value of Bilik Hukum is “COURT” with the following description:

1. Communicate = Work with coordination and communication
2. Organization = Upholding the interests of the organization
3. Unity = Prioritizing unity
4. Responsive = Responsive in every work
5. Talent = Include positive talents in work

b. Organization Structure

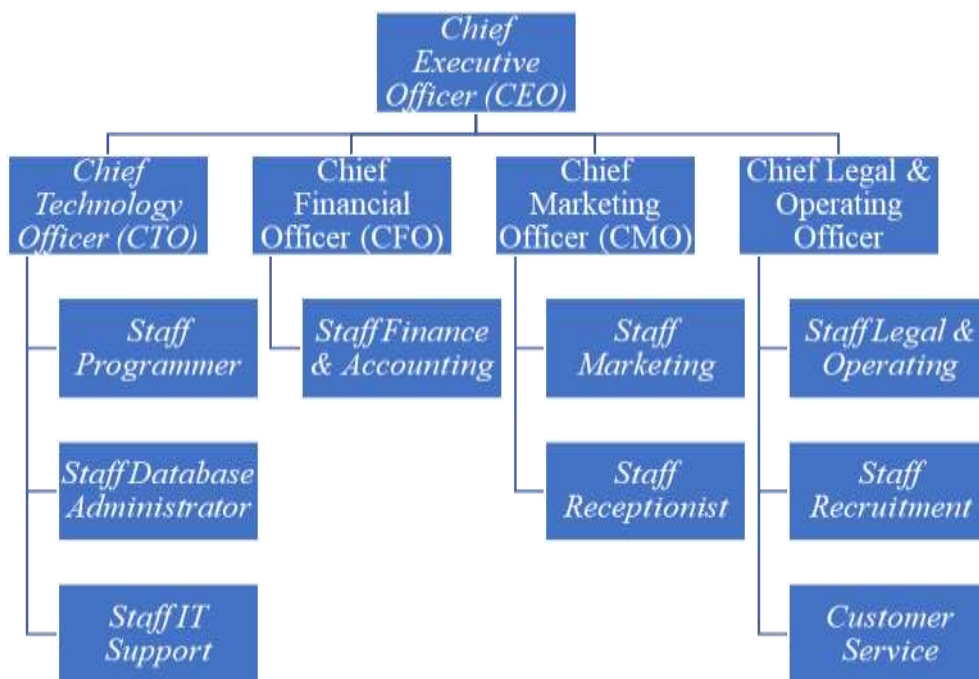


Figure 3. Organization Structure of Bilik Hukum

c. Human Capital Plan

Human Resources Planning for Bilik Hukum is carried out through the process of forming a quality team in a conducive work environment. HR planning is carried out through the following process.

1. Recruitment

The process of recruiting Bilik Hukum employees applies the Applicant Tracking System. This system can help save time by reducing applicant lists and selecting top candidates based on resumes to make the hiring process more effective. The target of using

Applicant Tracking System technology is to find the best people in their particular skills to work in companies (Baskara et al., 2019).

2. Compensation

The Compensation System applied by Bilik Hukum is a financial and non-financial compensation system. Financial compensation is the compensation received by workers, for the performance provided by workers to the company. Meanwhile, non-financial compensation such as the appointment of permanent employees and the work environment.

3. Employee Attendance and Working Time

Employee attendance at Bilik Hukum is carried out with RFID and the Face Scan System which functions to maintain employee discipline. Bilik Hukum stipulates the number of working hours in a week as much as 40 hours in accordance with Undang-Undang Nomor 13 tahun 2003 Ketenagakerjaan.

4. Job Evaluation

Performance evaluation assessment needs to be carried out 1 time within 6 months so that employees do their jobs well and in accordance with company goals. The aspects that are assessed in performance are; (1) knowledge and skills according to the field of work, (2) leadership, (3) initiative, (4) quality of work, (5) creativity, (6) discipline and responsibility, and (7) teamwork.

5. Termination

Provisions regarding termination of employment are regulated in the Law of the Republic of Indonesia No. 13 of 2003 concerning Ketenagakerjaan. In chapter XII, Article 152 of the UU Ketenagakerjaan, it is stated that an application for termination of employment can be made by submitting a written application accompanied by reasons and grounds to the industrial relations dispute settlement agency.

V. Conclusion

Marketing, operations, and human resources planning are important elements in a business. Bilik Hukum formulates strategies by developing vision and mission statements, setting long-term goals, evaluating and selecting strategies. Internal and external factors through SWOT analysis are important factors before designing a business strategy and can be used as a tool to see a clear strategic direction.

Bilik Hukum develops competitive advantage through Segmenting, Targeting, and Positioning (STP) strategies. The implementation of this strategy is in line with that applied at Kamala Clinic through research conducted by Shafiyah et al (2021). Apart from STP, marketing mix is also important as a factor that influences business continuity and competitive advantage in achieving long-term strategies.

To achieve a long-term strategy, Bilik Hukum differentiates its products, competitive prices, and be responsive in providing services. This is in line with the research of Widajanti (2014) that to achieve competitive advantage through the establishment and implementation of operating strategies can be done through leadership in product differentiation, leadership in cost, and leadership in responsiveness.

In human resource planning, this research in line with the research conducted by Jabani (2015), Bilik Hukum must pay attention to the following four aspects of HR planning so that 100% of the strength of human resources can be achieved, namely: (1) the estimated number of employees needed, (2) perform human resources in the organization, (3) analyze the balance of demand and supply, and (4) run an action program.

The results of this research are expected to assist new businesses in implementing marketing concepts so that they have superior, competitive, and profitable capacities in achieving long-term strategies.

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