

Application Of Work Discipline In The Effort To Increase Performance Of Farid Kids Distributor Employees Karawang

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ABSTRACT

This study aims to determine how work discipline can be applied to improve employee performance at Farid Kids Distributors. The method used in this study is qualitative and explained in detail through interviews with informants. From the application of work discipline to Farid Kids Distributors, there are still cases of disciplinary violations, especially in terms of punctuality, there are still many employees who are not punctual when entering work hours and lack of employee awareness to apply work discipline. Good discipline reflects the magnitude of a person's responsibility for the tasks assigned to him. This will encourage morale and the realization of company goals. To maintain and improve good discipline is quite difficult because of many factors that influence it. In this case, if further investigated the work discipline variables that affect employee performance. This means that the higher a person's work discipline, the higher the person's performance. It is recognized that there are many variables that are significantly related to employee performance, but one of the main factors affecting performance is work discipline.

Keywords : *Work discipline, employee performance, fashion*

1. INTRODUCTION

Talking about Indonesian fashion trends, of course, cannot be separated from the events that occurred during the development of fashion trends in Indonesia. A fashion trend is a way of dressing that is popular over a period of time. Fashion is often used to describe the beauty of styles that change over time. Adults are just as interested in children's clothing as they are in adult clothing. Children's fashion is currently growing rapidly, because they want to look equal to adults. In Indonesia, the competition for business entities is growing significantly. Business Entities require trained and experienced human resources (HR) to respond to intense business competition and meet the goals set. According to (Siagian, 2018.24), work discipline is a way for leaders to interact with subordinates, and ultimately change employee behavior with the aim of increasing self-awareness in order to comply with applicable regulations in business entities.

HR is the main character in a business entity. In the current era of globalization, business competition has become very tight, not only human resources but also performance must be considered by business entities. A Business Entity with good performance is a Business Entity that is successful in its target market share. The application of work discipline in business entities can be the key to success in improving employee performance. In order to improve service quality, HR is the most important aspect in realizing the vision and mission of the Business Entity. The success of a Business Entity in meeting its objectives depends

on how well the findings of the performance of its employees are. If the findings are good, then the success rate of the Business Entity in fulfilling its objectives will be higher, and vice versa.

Among the many aspects of a Business Entity, HR is the most important aspect that can take the business to a higher level. HR is the most important capital for the development of large and small business entities. Without HR, a Business Entity will not be able to develop further and achieve its success. Hasibuan (2018) states that discipline is the awareness and willingness of individuals to obey all applicable social rules and norms. Discipline reflects the individual's sense of responsibility in various tasks. This motivates morale, morale and the achievement of the goals of the Business Entity, employees and the community. Dolet Unaradjan (2018: 181) stated: "Discipline is to prevent the development of individual or group punishment by preventing violations of mutually agreed rules in carrying out activities". Kasmir (2018: 182) argues that performance is work findings and work behavior obtained through the completion of tasks and responsibilities given in a certain period of time. Meanwhile (Abdurrahman, 2019) stated that performance is the finding of a person's work in fulfilling his responsibilities in terms of skills and business opportunities.

This research will take a case study on the Farid Kids Karawang Distributor who started his business in 2017 which is located at Perum Kartika Residence Cluster Kawaluyaan Blok A3 No 6 Kec. Klari Kab. Karawang. Farid Kids distributor is an MSME business that sells and produces branded children's clothing directly from the first hand online and offline. If you want to buy Farid Kids Distributor products online, you can go through Farid_kids Instagram, then you can through the shopee application on behalf of (Runing Destiana) and for those who want to ask questions about the product, you can directly contact the Farid Kids Distributor WA Owner number which is already listed in Farid_Kids' Instagram bio. . Farid Kids distributors join as partners of various children's clothing brands, namely Nubi, Noura, Oido Kids, Yodaku, Vitto, Cloudbee, Any, and danena brands, where Farid Kids Distributors must always achieve sales targets every month. In addition, Distributor Farid Kids also produces children's koko suits with the faza brand.

At the beginning of this business, Mrs. Runing Destiana, as the owner of the Farid Kids Distributor, always applied a high level of discipline to herself, namely intelligently managing time, and applying consistent performance in her business. Thanks to the perseverance, discipline and consistency of performance carried out by the owner of the Farid Kids Distributor, now the business he manages is increasingly successful and growing rapidly. From 2019 to 2021 Distributor Farid Kids was able to become the first winner as the best Distributor with the most total sales. In 2019 to 2020 Distributor Farid Kids got 25g of precious metal and in 2021 got one motorbike from Brand Nubi. From his success in managing the business, Farid Kids Distributors are now increasingly recognized by many people, namely many agents and resellers in various regions who join to buy and sell various products from Farid Kids Distributors.

2. LITERATUR REVIEW

a. Work Discipline

Discipline is an action that requires an individual to behave in accordance with established rules. Sudirman et al. (2019) stated that work discipline is a tool used by managers to communicate with employees in order to change their behavior and work to increase individual awareness and willingness to comply with all business entity regulations. While work discipline is an attitude of respect and obeying written and unwritten rules that apply and being able to enforce them, without avoiding sanctions if they violate the duties and authorities entrusted to them (Razak et al. 2018). Business Entities must be able to identify the causes of the decline in company work discipline, thereby improving the quality of discipline. Because discipline is correlated with excellent performance, the level of employee career development is increasing. (Rahmi et al. 2020).

Basically every Business Entity considers HR as an important asset to fulfill its objectives. A business entity will not function without good human resources. In this context, through high employee discipline, such as attendance, punctuality and return from work, compliance with regulations, work procedures, fulfillment of duties and obligations, being able to improve employee performance, the success of achieving the targets of the Business Entity is also getting better. In everyday life, rules and regulations are needed to regulate and limit every activity and behavior. However, these regulations will be in vain without sanctions for violators. Discipline is a strength for employees to voluntarily comply with current job decisions, regulations and values (Lateiner in Sutrisno, 2019: 193). This can be described as "an act of self-control or a way of life" (Sutrisno, 2019: 194). Work discipline is the awareness and willingness of an employee to comply with all applicable social rules and norms (Sinambela 2018:335).

b. Work Discipline Factors

1) Frequency of attendance

One of the references to see the level of employee discipline is the more High frequency of attendance shows employees have high discipline.

2) Alertness level

Employees who carry out their work accompanied by calculations, accuracy, and very vigilant about himself and his work.

3) Adherence to work standards

Employees who carry out their work always comply with all work standards in accordance with the rules and guidelines in order to avoid work accidents.

4) Compliance with work regulations

This is intended for comfort and smooth work. Obedient employees will comply with work procedures.

5) Work ethic

This is needed by all employees when working to create harmonious atmosphere and mutual respect between employees.

Work discipline has significant benefits for Business Entities and employees. Work discipline ensures order and smooth execution of work in order to achieve the best performance of the Business Entity. Employee morale will be encouraged by a good work environment. Thus, employees can carry out their responsibilities with full awareness and develop their energy and mind for the purposes of the Business Entity. Leaders play an important role in controlling the discipline of each employee and as a reference for all workers to follow the rules so that they are able to develop enthusiasm at work and improve performance.

c. There are 2 Types of Performance Disciplines

1) Preventive Discipline

Defined efforts to move employees to follow and comply guidelines and work rules set by the Business Entity. The means of prevention are intended so that employees are able to maintain themselves against the regulations that apply to the organization.

2) Corrective Discipline

Defined efforts to apply discipline to employees in uniting a rule and make it obedient to the rules according to the guidelines applicable. In corrective discipline, employees who violate will subject to sanctions in order to improve themselves and comply with the rules that have been set.

d. Work Discipline Indicators

There are several indicators of work discipline, namely:

1) Punctuality

Shown based on hours of entry and exit from work, and hours of rest in a timely manner in accordance with applicable regulations in the Business Entity.

2) Use of predetermined work uniforms

Shown based on the basic rules, namely how to dress, and behave.

3) Responsibility

Shown based on various efforts to carry out work in accordance with the duties and responsibilities given.

4) Compliance with applicable regulations

Obey other rules about what is allowed and what is not carried out by employees in the company.

e. Employee performance

Benchmarks can assess employee performance objectively. This assessment provides performance feedback to workers. Based on (Basro, 2018) Performance is the result obtained by an individual or group of workers in an organization in accordance with various authorities and duties to fulfill the objectives of the Business Entity that have been set without violating the law and adhering to morals and ethics. Performance is a consequence of carrying out the functions and responsibilities of the organization (Efendi et al. 2020). Employee performance compares the work of employees with the standards of the Business Entity (Permana et al. 2019).

Performance must be monitored by the organization to assess employee performance. If employee performance develops, then the objectives of the Business Entity will be fulfilled. To achieve this, the role of human resources will continue to be optimized to improve performance and organization. The findings of employee performance reviews play an important role in determining the HR policies of the Enterprise, such as planning activities and recognizing the need for new employees. Performance appraisals depend on the Company's work and offer information on employee performance over time. High-performing employees are able to be responsible, agile, and utilize all their potential effectively and efficiently. Increased employee performance should boost the positive performance of the Business Entity.

f. Factors Affecting Performance**1) Work Environment Factors**

Business entities must ensure that they have a healthy work environment for their employees. One of them is that there is a clean room and good air circulation. If needed, can use air conditioning for the convenience of its employees. There are various things around the environment as the center of attention of employees such as cleanliness and comfort of toilets, rest areas and clean places of worship.

2) Workload

Another aspect that correlates to employee performance is the workload that is accumulate and exceed the proper capacity. Therefore, leader must see the capacity of each providing work according to its portion.

3) Ability factor

Ability is the skill of each employee in carrying out a job. The wider the skill set, the easier it is for the employee to reach maximum performance results.

4) Motivation factor

Motivation is formed by the attitude of employees to deal with work situations. What is motivation that motivate employees aims to meet organizational goals (job goals). mentality is a mental condition that motivates employees to strive for maximum work performance. Various other aspects are correlated with work motivation such as salaries, health benefits, occupational safety and leadership policies.

5) Bonuses

The presence of bonuses is able to appreciate employees for all their hard work and become motivated to work harder.

g. Performance Indicator

Performance indicators are measures of employee performance in an organization or company in achieving company goals.

There are several indicators of employee performance, as follows:

1) Quality

The quality of worker performance can be measured by the quality of the tasks performed by employees. In addition, quality indicators also affect the progress and setbacks of a company . For example, if workers work with high quality, they will produce better products than those who work with quality low, the same applies to companies that do not have a good reputation in between their customers (or consumers).

2) Quantity

The quantity indicator is the amount of work that employees produce. Number of jobs This can be assessed against targets when planning a job description.

3) Punctuality

Timeliness indicators related to the completion of work with targets that have been set determined.

4) Effective use of resources

If employees in the company effectively use company resources, such as money, labor, technology and raw materials, it will have a positive for the company.

5) Independent

Independent attitude is also an indicator of an employee's ability to assess employee performance. Although employee independence is important, it doesn't mean you have to eliminate the ability to work in a good team.

6) Committed

The next performance indicator is commitment. Commitment is an indicator that can determine employee motivation at work.

3. RESEARCH METHOD

This type of research applies a qualitative descriptive method. Qomariyatus Sholihah (2020) suggests a qualitative descriptive method is the process of observing objects in depth through experience as the basis for analysis. This research examines two types of data, namely primary and secondary data. Data collection techniques applied are observation, interviews and documentation. The place that is applied to this research is the Farid Kids Karawang Distributor located at Perum Kartika Residence Cluster Kawalayaan Blok A3 No 6, Kec. Klari Kel, Kondang Jaya Kab. Karawang and researchers conducted direct interviews with Mrs. Runing Destiana, the owner of Farid Kids Karawang Distributor. By collecting information on how to apply work discipline with the aim of improving employee performance so as to obtain optimal work results. The interview applied was a structured interview, namely interviews conducted by first making questions and then compiling them.

4. RESULTS AND DISCUSSION

Table 1 Transcript of interview on April 25, 2022 with Mrs. Runing Destiana as Owner Distributor of Farid Kids

	INTERVIEWER	INTERVIEW RESULT
1	Are there any fixed working hours made by Farid Kids Distributors and are employees still often late for work?	Yes, there is, the provisions for working hours at the Farid Kids Distributor where work hours start at 08.00, break at 12.00-13.00 and go home at 17.00, and in this provision there are still many employees who are often late for work
2	What obstacles are felt in applying discipline to employees?	The problem is about the presence of employees who are not on time and still use long breaks
3	If there are employees who are not disciplined, are there sanctions given to these employees? what are the sanctions like?	Yes, sanctions are given in the form of fines for employees who are late for 5 thousand to be included in the cash for purchasing office equipment and for employees who are not present they will be given a warning letter and salary deductions according to the percentage of employee salaries..
4	Are there any penalties if employees damage equipment either intentionally or unintentionally?	If you damage it on purpose, you are ordered to replace it, but if you use it when it suddenly breaks, such as a computer damaged due to frequent use, you are not asked to replace it, unless you take it out of the office for personal reasons and it suddenly breaks, so we are obliged to repair it.
5	When it comes to punctuality, do many leave work before it's time to go home?	So far no one has come home earlier than work hours
6	How is the attitude of employees in using work equipment, is it well maintained?	Usually the equipment in the workplace is used and given responsibility to a group of people or individuals, and remind each other in maintaining office equipment properly.
7	Have the employees carried out the work in accordance with their respective duties?	Yes, employees always work to complete assigned tasks
8	Are employees responsible for the assigned tasks?	Yes, after permanent regulations and strict sanctions are made, employees carry out as ordered and employees also have a great responsibility in completing their duties

Source: Farid Kids Shop Karawang

Farid Kids distributor is an MSME business that applies a 6 (six) day work standard, Monday to Saturday.

The working hours applied are:

Monday – Saturday : 08.00 – 12.00
 Lunch break : 12.00 – 13.00
 Come to Work : 13.00
 home from work : 16.00
 Sunday : Leave

Based on the findings of the interview, it was explained that prior to the implementation of the work discipline that was set and followed by strict sanctions from the leadership of the Farid Kids Distributor, it was concluded that there were still some employees who did not follow the rules, such as often employees experiencing delays and which of course was against the rules that had been set. They have to leave for work at 08.00 WIB, and Farid Kids Distributor employees still come to work after the specified time and always exceed their break time to meet their personal needs. Frequent delays in employee performance can result in unprepared tasks having to be completed within the allotted timeframe.

For the first violation, employees are warned and given the opportunity for their actions, but are not punished. This is excepted if the error is repeated and has been serious so that employees must know that this is a violation that is subject to penalties such as arriving late, stealing goods, and intentionally damaging goods in the work environment. The regulations set by the Farid Kids Distributor are the same as for employees who violate the rules, namely, they will be subject to applicable sanctions, there are 2 sanctions imposed on employees who violate the rules. First, sanctions for employees who are late will be subject to a fine of Rp. 5,000 which will later be included in the cash to buy office equipment. Second, if the employee

repeats his mistake, he will be given a sanction, namely verbally by the leadership and a letter of reprimand SP 1 which is effective for the next 1 month so that the employee does not abuse the existing provisions.

In this situation, leaders must be aware that discipline is a positive force in an organization if applied consistently and fairly. While the next goal is to build or maintain respect and mutual trust with subordinates. Improper application of discipline can cause problems such as low morale and anger among superiors and subordinates. In order to achieve the performance of a Business Entity, its management needs to pay attention to various important aspects such as performance discipline and employee skills. Therefore, discipline plays an important role in order to fulfill the objectives of the Business Entity which is optimal, effective and efficient, because discipline involves the adherence to the implementation of activities in accordance with the concept of achieving the goals that have been set, so that the possibility of deviations from the desired goals can be tolerated. Organizations must enforce discipline. Regulations must be applied consistently. Consistency ensures that all members of the organization understand and follow the rules. Leaders must clearly punish violations. Employees must understand the rules and their consequences. Every employee must understand the rules of discipline. Rule breakers as well as poor performers should be given the opportunity to improve. Before being responsible to superiors, workers must look at various regulations.

a. Regulatory Discipline

Table 2. Application of Work Discipline for Farid Kids Distributors

NO	FARID KIDS DISTRIBUTOR EMPLOYEE WORK REGULATIONS
1	Every employee must arrive on time at 08.00 and at the latest at 08.10
2	In carrying out their duties and obligations, each employee is required to comply with all the instructions given as well as those that are correlated with work.
3	Every employee must comply with all applicable regulations, dress neatly and politely
4	Every employee is required to maintain and properly maintain all work equipment.
5	Mutual respect for fellow employees and devote all their skills for the sake of business.

Source : Farid Kids Shop Karawang

Leaders play an important role in controlling the discipline of each employee and as a reference for all workers to implement the rules and regulations of the Business Entity. High knowledge of rules will raise enthusiasm at work. improve performance High employee work discipline will maximize work performance, be it time discipline, Business Entity regulations. An example of leadership is essential for optimizing discipline requirements. Leadership is very important in defining employee discipline because it is a role model. Work discipline is important, but supervisors must also supervise all activities to optimize employee performance. Without employees, the Business Entity will have difficulty meeting its objectives. Employees must be able to work properly in accordance with their respective responsibilities.

Table 3. Farid Kids Distributor Employee Activities

Description of Farid Kids Distributor Employee Activities
1. Carry out daily control over stock of goods in warehouse
2. Make employee attendance
3. Entering incoming goods data
4. Receiving calls from customers
5. Create customer order invoices
6. Packing customer ordered goods

Source : Farid Kids Shop Karawang

Total Farid Kids Distributor Employees are 5 people consisting of 3 admin staff and 2 packing admins, the admin staff's task is to carry out daily control of the stock of goods in the warehouse, make employee attendance, input data for incoming goods, receive calls from customers, and create invoices for customer orders, then the packing admin's job is to unload the incoming goods and pack the customer's ordered goods and send the package to the expedition that the customer wants, where each employee must be responsible and must complete his work according to a predetermined time, namely at 17.00. Discipline is a requirement that employees must have because it is correlated with their success in completing the job.

Farid Kids Distributor's employee violations are caused by a lack of awareness of compliance with applicable regulations and considering the violations they have committed as trivial, as well as the lack of firmness of the leadership in providing tougher sanctions so that employees are more obedient and disciplined. Leaders can punish employees who are late. In other words, people will terminate the employment relationship if all efforts do not produce improvement. Action is more than a right, it is an obligation to protect the interests of the organization. Although the penalty should not be applied. However, consequences and punishments have different meanings. We punish because we have the authority to do it. If it gives consequences, others will accept it from less effective actions.

b. Benefits of implementing work discipline on employee performance

1) Reduce problems due to undisciplined behavior

Discipline in the workplace reduces problems resulting from unruly behavior. Such as work delays that hamper employee and team productivity.

2) Maintain company standards

Enforcement of work discipline consistently will improve the regulations of the Business Entity, improve morale, and motivate workers to comply with the rules, minimize possible violations and disciplinary consequences.

3) Maintain work consistency

Work discipline keeps the rules and office systems consistent. So, with discipline, workers and business entities cannot change the rules, as well as consistency work helps prevent legal complications later on

4) Help avoid legal problems in the future

When the office implements all the agreements on paper, everything will be legal. When a problem arises, the agreement may become the legal basis.

c. The purpose of implementing work discipline on employee performance

Business Entities want workers to follow all labor rules and policies, as well as written and unwritten policies, and carry out management orders. In addition, they are also able to utilize the facilities and infrastructure of the Business Entity properly and follow the regulations of the Business Entity. The workforce meets the productivity requirements according to the expectations of the Business Entity in the short and long term.

5. CONCLUSION

Based on research findings and discussions about the application of work discipline in efforts to improve the performance of Farid Kids Distributor employees, namely before the implementation of work discipline on employees, there were still cases of violations of work discipline, especially in terms of punctuality, there were still many employees who were not on time and used proper rest periods. time and lack of awareness of employees to apply work discipline which results in the work not being completed on time. After the implementation of work discipline but there is no firm sanction, there are still employees who don't come on time, and after the implementation of work discipline followed by strict sanctions, many developments in employee performance have increased, this is obtained from interview findings and direct observations to research sites. These are employees who arrive on time according to the specified hours, as well as the ability of employees to complete tasks according to the set time and employees are able to maintain office equipment according to existing regulations. Based on the discussion above, HR is the only resource that cannot be imitated, such as reason, emotion, desire, capacity, skill, and manpower. HR is correlated with the objectives of the Business Entity. These resources are those who provide energy, thought, talent, innovation and business to organizations with the expectation of fast growth and good employee performance.

Implementing this work discipline has a significant impact on Farid Kids Distributors because strong collaboration and the right management system are the keys to business success. Work discipline must be applied in order to achieve success. By following this work discipline, employees will perform optimally, arrive on time, and are enthusiastic for the success of the Business Entity. Farid Kids Distributor leaders must pay serious attention to employee performance. This stimulates the growth of employee work discipline in the organization. Leaders must decide what kind of behavior they want employees to do and how to do it. The goal is how to create a positive form of discipline. Leaders must reprimand and punish any undisciplined employee with a firm attitude. The firm attitude of the leader must exist in the company. If not, employees will do whatever they want and it is hoped that the company will pay attention to employee compliance with regulations in carrying out their work and create a safe, comfortable, and clean work environment for employees so as to motivate them to improve performance and create optimal work findings.

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