

Analysis of The Effectiveness of Project Management Skill of Human Resources At PT. Ecart Webportal Indonesia

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Abstract: This article investigates the Project Management Skill of human resources at PT Ecart Webportal Indonesia, this research Studied related to Lazada Social Sharing Qualitative Research which contains awareness and engagement of Lazada users on game platforms such as Share Pocket, lazget, lazcuau. and digitization, exploring current practices. challenges, and future trends. This article starts with project management skills at Lazada, emphasizing the important role of IT projects, IT project management in managing technology transformation. Coupled with the importance of management's role in improving the quality of human resources (HR) in the context of modern organizations. Comprehensive insights on Lazada Social Sharing Qualitative Research containing Lazada users' awareness and engagement towards gaming platforms such as Share Pocket, lazget, and lazcuau, models, and success metrics are provided through an extensive literature review. Challenges such as not innovating against change in the era of globalization, Interoperability, resistance to change, along with strategic solutions. The article also outlines best practices, emphasizing collaborative stakeholders, agile methodologies, and continuous evaluation. Future trends, including Lazada users' awareness and engagement of gaming platforms such as Share Pocket, lazget, and lazcuau.offer a forward-looking perspective. In conclusion, Project Management Skill human resources, the importance of the role of management in improving the quality of human resources (HR) in the context of modern organizations. Related to Lazada Social Sharing Qualitative Research which contains awareness and engagement of Lazada users on game platforms such as Share Pocket, lazget, and lazcuau and Digitalization.

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Introduction

Organizational growth involves human resources strategically. The human resources of an organization play a critical role in its growth. The basis for successfully and efficiently achieving corporate goals is having a strong human resource base. On the other hand, a shortage of human resources can hinder organizational growth and goal achievement. Enhancing and developing a high-quality workforce has strategic significance for both commercial enterprises and social enterprises.

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Compared to other components such as capital, buildings, and infrastructure, human resources have a more prominent position, role, and potential in business growth and administration. This is true because people are the resources that organizations can exploit.

Various resources are available to the organization as "inputs" that are converted into "outputs" in the form of products or services. These resources include money or funds, operational techniques or tactics, technology that facilitates the manufacturing process, human resources, and other resources. Human resources are one of the most important resources. A management tool known as human resource management (HRM) is required to organize, supervise, and manage human resources. HR development can be thought of as policies and procedures within a business. The science and art of human resource management governs the interaction and roles of employees to support the achievement of organizational goals effectively and efficiently. To achieve the desired goals, a company can use HRM to manage these human aspects. Here are some definitions of HRM from various experts, such as: (Hasibuan 2016): The science and art of human resource management governs the roles and interactions of employees to support the achievement of organizational, individual, and societal goals effectively and efficiently. According to (badriyah 2015)(badriyah 2015) , The field of management science includes human resource management, which focuses on controlling the functions played by human resources in an organization's operations. (dessler 2015) defines human resource management as the process of recruiting, introducing, training, evaluating, and compensating staff members, as well as handling labor relations, health and safety, and equality-related issues. Human resource management, according to Simamora as cited in (sutrino 2015)(sutrino 2015), is the employment, development, evaluation, reward, and administration of individual members of a company or labor group.

The definition of human resource management, as presented by Schuler and referenced in (sutrino 2015), are as follows: recognition of the significance of the organization's workforce as an essential human resource that supports organizational goals. To ensure that these human resources are used efficiently and fairly for the benefit of the individual, the organization, and society as a whole. Human resource management is the application of planning, managing, directing, and monitoring the responsibilities associated with human resources in an organization, as can be seen from the various definitions of the term mentioned above. The act of acquiring, developing, maintaining, and utilizing human resources is carried out through these functions.

Objectives of human resource management:

1. Purpose of the organization. Recognize how HR development contributes to organizational effectiveness. Although human resources divisions are established specifically to support managers, managers are still responsible for employee performance. Human resource divisions assist managers in managing human resource-related tasks.
2. Functional objectives. Aims to keep the department's contribution in line with the needs of the organization. When human resource management achieves standards in line with the demands of the organization, the value of human resources increases.
3. Social objectives. Aims to minimize negative impacts on the business while ethically and socially addressing the demands and problems of society. Barriers can arise if an organization does not use resources to advance society.
4. Individual goals. Aimed at helping staff members achieve their personal goals, i.e. goals that can increase their contribution to the company. When making decisions about motivation, retirement, or retention, employers should pay attention to their employees' personal goals. Employee

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performance and happiness can be affected by neglecting personal goals, which can also increase employee turnover. Yodder, Hemerman in (rahardjo 2022) and others use three basic perspectives to explain the significance of human resource management: social, professional, and individual.

Project management is constantly changing to adapt to more efficient ways of controlling human resources. Human life includes various elements of needs to maintain physiological and psychological balance. The basic human needs themselves are clothing, food, and shelter. Fulfillment of human needs can be obtained through one of the ways, namely by buying and selling transactions. Buying and selling activities have developed along with the increase in technology. With the development of technology, it is very helpful in the process of fulfilling human needs, such as by conducting internet-based buying and selling transactions (anggien 2021).

The use of electronic technology media development is increasingly providing convenience for everyone. One proof of the development of electronic media is the creation of E-Commerce. E-Commerce is also known as electronic commerce or internet commerce (romindo, et al. 2019) Today, E-Commerce is becoming a prominent mode and growing significantly around the world. Almost all products are available on E-Commerce, ranging from services to all kinds of food products, public transportation tickets, and medicines. The increase in E-Commerce media also gave birth to the Marketplace (iqbal 2018).

Marketplace is an E-Commerce site that connects sellers with buyers. Marketplace is also often referred to as an internet-based mall service. Another definition of Marketplace is also defined as an electronic business community forum that provides a place where a company can take part in activities such as buying and selling (susanti 2022). Regarding the types of Marketplace today, there are many in the world such as Amazon, eBay, Tokopedia, Zalora, and Snapdeal. Based on data through datadaboks sourced from iprice.co.id in the first quarter of 2022, 357.8 million have visited the Marketplace in Indonesia. The first position with the most visitors is Tokopedia with 157.2 million visitors, Shopee with 132.8 million visitors, Lazada with 24.7 million visitors, Bukalapak with 23.1 million visitors, and Orami with 20 million visitors (azkiya 2022).

Basically, buying and selling transactions through the Marketplace are almost the same as conventional buying and selling transactions. However, the only difference lies in the buying and selling parties not meeting directly. The parties carry out buying and selling transactions electronically through the Marketplace. In the Civil Code (KUHPdt) Article 1457 explains the definition of buying and selling which reads "An agreement, by which one party binds himself to deliver a property, and the other party to pay the promised price." Through this article, it is known that buying and selling is a mutual agreement where the seller must deliver his goods to the buyer and the buyer must pay according to the price (haryati 2015). Agreement is one source of obligation in addition to the source of obligation derived from the law. The agreement creates a relationship between two people who are bound by an obligation. The agreement itself is made legally and has legal force that applies as a law to the parties making it. This matter has been stated in Article 1338 paragraph (1) of the Civil Code with the words "All agreements made legally shall apply as laws to those who make them." (pabella 2022).

One of the marketplaces in Indonesia is Lazada. Lazada itself was founded in 2012 by Rocket Internet and Pierre Poignant. The company is under the auspices of the Alibaba Group. Based on the results of a study entitled E Commerce Service Quality Analysis Using the Twitter API (case study: tokopedia, lazada and bukalapak) states that the Lazada Marketplace is the Marketplace with the

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most complaints. Lazada's total complaints reached 71.44% with 4 qualifying factors, namely related to the long order update factor of 17.86%, defective or counterfeit products 17.86%, refund or return problematic goods 17.86%, and problematic delivery of goods 17.86%. This can be seen through its comparison with Tokopedia's total complaints of 38.47% and Bukalapak's total complaints of 31.04% (pulakiang, wiranatha, and batmetan 2019). With this, it is evident that there are still many online buying and selling transactions in Lazada that harm consumers such as default.

There is an example of a default case in the Lazada Marketplace, experienced by a consumer named Hendrik who purchased a 43-inch TCL TV with type 43A8 at Lazada with order number 429194208535373 on July 7, 2020 at the TCL Official Store. The delivery of the goods is by Ninja Xpress courier and has a receipt number NLIDAT0000530828. However, when Hendrik opened his order package, it contained a Toshiba-branded used TV that Hendrik got. Knowing that it did not match his order, Hendrik had made a return process according to the procedure at that time but there was no response from the TCL Official Store or follow-up on Hendrik's order error (hendrik 2020).s

Although the agreement is formed with the intention that all transactions go well, when one party does not fulfill the contents of the agreement (performance), this is said to be a default. Default can occur due to the intent or accident of one of the parties, then it can also occur when one of the parties does not have the ability to carry out these achievements (sinaga and darwis 2015). Buying and selling transactions through the Marketplace, sometimes it is still often found that one of the parties makes a default. This default is in the form of making an agreement but not in accordance with the agreement. Among other things, in this case regarding sending ordered goods that are not in accordance with the agreement (yaqin 2019).

This event is very detrimental to consumers, moreover the occurrence of orders with goods that come inappropriate or even different is still rampant in the Marketplace. Regarding buyer losses due to inappropriate ordered goods in Law Number 8 of 1999 concerning Consumer Protection Article 4 Letter c explains that consumers have the right to obtain correct, clear and honest information regarding the condition and guarantee of goods and / or services. Then in Article 4 letter h of Law Number 8 of 1999 concerning Consumer Protection, consumers who are harmed by receiving goods that do not match the picture have the right to compensation, compensation and / or replacement, if the goods received are not in accordance with the agreement or not as they should be (s. a. Pratama 2020) Departing from this case, an interest arises to be used as research to examine more deeply the "Seller's Responsibility for Non-Conforming Goods in the Online Sale and Purchase Agreement at Lazada".

Research Method

This research method uses qualitative research methods with a phenomenological approach. Qualitative research is an approach in conducting research that is oriented towards natural phenomena or symptoms. Qualitative research is basic and naturalistic or naturalistic, and cannot be done in a laboratory, but in the field. Therefore, this kind of research is often called naturalistic inquiry, or field study (abdussamad 2021). Phenomenology is a philosophical approach that investigates human experience. Phenomenology means a method of thought to obtain new knowledge or develop existing knowledge with logical, systematic critical steps, not based on a priori / prejudice and not dogmatic (hadi, 2021). The data used in this research are primary and secondary data. Primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out questionnaires (umar 2005).

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The main data comes from the principal, personnel, teachers, and employees. While secondary data is data obtained from various documents related to the research variables. Data collection was carried out by making observations and also obtained from interviews with several people who were directly involved with the research variables. Esterberg defines interview as follows, "a meeting of two persons to exchange information and ideas through questions and responses, resulting in communication and joint construction of meaning about a particular topic". An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic (masrukhin 2014). After collecting the data, the next step is to analyze the data using descriptive analysis techniques. Data analysis techniques are carried out by reviewing, examining, and understanding then analyzed to produce findings in research that can be accounted for.

Result and Discussion

Economic activity in the current era is increasingly advanced through the development of electronic media. With this, it will be easier to conduct online buying and selling transactions. Initially, buying and selling transactions were carried out conventionally, namely by directly meeting buyers and sellers. Now, buying and selling transactions can be done without meeting with the development of electronic media through E-Commerce or Marketplace (g. pratama 2020). As is the case, buying and selling transactions through online or through meeting directly must cause an agreement based on a sense of trust between the seller and the buyer in the transaction process.

In essence, online buying and selling transactions whether through social media, websites, or marketplaces go through the same process. Starting from the bidding process, acceptance, payment, until it ends in the shipping and receiving process. Through the bidding process, the seller carries out by uploading pictures or videos along with a complete explanation of prices, size options, color options, and others according to what items will be displayed in the store catalog. Even one of the functions of the catalog is as a promotion to attract buyers. This is in accordance with Article 9 of Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE) and Law Number 8 of 1999 concerning Consumer Protection (UUPK) precisely in Article 7 letter a stipulates that the seller's obligation is to provide correct, clear, and honest information regarding the condition of the goods and / or services to be sold. The progress of online buying and selling transactions is in line with the birth of various Marketplaces in Indonesia, one of which is Lazada.

Lazada Marketplace acts as an electronic system organizer. As stated in Article 1 number 6a of the ITE Law, the electronic system organizer is "Every person, state official, business entity, and community that provides, manages, and / or operates an Electronic System, either individually or jointly to Electronic System users for their own needs and / or the needs of other parties". Lazada was founded in 2011 by Rocket Internet in Singapore. In March 2012, Lazada was launched in several countries such as Malaysia, Indonesia, Vietnam, Philippines, and Thailand. Lazada is one of the incoming Marketplace companies engaged in the form of Business to Customer (B2C) type which means attracting individual customers and making transactions on their site. Where this B2C type is more inclined to focus on the mechanism for buyers to be able to access the website provided by the company. Then the company can focus on seller services for buyers, this is a major challenge for the company because the company provides shopping services from home online, for 7 days a week, and can be carried out for 24 hours (farera 2020).

Lazada is one of the online shopping centers that has various types of products such as: Electronics; Women's and Men's Fashion; Household Appliances; Health Medicine; Cosmetics; Baby and Children's Toys; Sports & Travel; Groceries (wholesale); Automotive; and many more. Apart from the website address, Lazada can also be accessed through mobile applications on smartphones such as android and IOS. In the Lazada Marketplace, when someone wants to make an online buying and selling transaction in the Lazada Marketplace either as a visitor, buyer, or seller, the first step that must be done is to register or create a Lazada account. Doing online buying and selling activities will certainly not always run smoothly and smoothly. Problems in online buying and selling transactions are often encountered lately, often the buyer suffers losses. This is due to problems between sellers and buyers. Because in online buying and selling transactions, it will not be separated from the agreement that the parties have agreed upon. In the implementation of the agreement, there is one party who does not fulfill the contents of the performance of the agreement. Thus, it means that one of the parties has made a default.

Online buying and selling agreements at Lazada are the same as traditional or conventional buying and selling agreements. However, there are differences that lie in its implementation where the online sale and purchase agreement is carried out by the seller and the buyer do not need to meet face to face. Meanwhile, conventional buying and selling agreements require the seller and buyer to meet face to face. Even so, with this fundamental difference, the terms and conditions of the agreement remain the same, namely contained in Article 1320 of the Criminal Code. In Article 1320 of the Criminal Code, one of them is an agreement. In the online sale and purchase agreement, the application of this agreement is because there is a statement of will. The statement of will itself has 2 elements, namely the will and the statement. The theory of the will itself has the principle that if an agreement is not in accordance with the appropriate will, the agreement is invalid. Then in this statement element, what becomes a benchmark is what the person states. So that in a sale and purchase agreement if there is a statement of two people meeting, an agreement has occurred and binds all parties (hernoko 2021).

In the process of online buying and selling transactions, buyers cannot see the physical form of the goods to be ordered directly. When the buyer has agreed to buy the item, it means that the buyer only sees the condition of the ordered item based on the picture and explanation of the description listed. If the ordered goods to be received are not in accordance with what has been stated in the description, the buyer has the right to get a return of goods (return) or the buyer wants an exchange of goods in accordance with what was promised.

This sale and purchase agreement has occurred since the agreement was reached even though the goods have not been received by the buyer. Thus, the seller must carry out all the achievements stated in the agreement. In Article 1313 of the Civil Code which explains that "Agreement is an agreement that is binding for both parties" this is also the basis for all parties to the sale and purchase transaction in the Lazada Marketplace. The agreement in which the agreement contains that the seller must comply with Lazada's terms and conditions. This situation is marked at the time of account creation accompanied by a sign of approval of the terms and conditions attached to Lazada. Likewise, sellers who create accounts and register themselves as sellers on the Lazada Marketplace to be subject to the terms and conditions. As in the sales chapter clause 2 which states that "Sellers must provide clear and correct descriptions, prices, images, and/or other information regarding each Product offered for sale to Customers through the Platform". With these terms and conditions, if the seller does not provide an appropriate description and sends goods that do not match the description,

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it means that the seller has violated the clause of the agreement in the terms and conditions and has made a default.

Default itself means negligence, negligence, breach of promise, not fulfilling its obligations in the agreement. According to Subekti, it is revealed that default means that the debtor does not carry out what was promised or is called negligent or negligent. The debtor's negligence is in the form of (subekti 2005): 1. Not doing what he should do; 2. Doing what was promised. However, not as promised; 3. Doing what was promised but late; and 4. Doing something that according to the agreement he should not promise (subekti 2005) .

Conclusion

In Article 1313 of the Criminal Code which explains that "Agreement is an agreement that is binding for both parties" this is also the basis for all parties who make buying and selling transactions in the Lazada Marketplace. The agreement in which the agreement contains that the seller must comply with Lazada's terms and conditions. This situation is when one party cannot fulfill its rights, then it is appropriate that the party who does not fulfill the obligation must carry out responsibility to the other party who is harmed. This is also in line with two principles of liability. First, it is in line with the principle of liability based on fault, which in this principle has proven the mistakes made by the seller which resulted in the loss and dissatisfaction of the buyer. Second, it matches the principle of liability based on breach of warranty, where in this principle even though the seller has tried to keep his promise and fulfill his obligations, if the buyer feels a loss, the seller is still burdened with the responsibility to compensate for the losses suffered by the buyer (maulana 2023).

"Product Replacement: Product replacement is done only if Lazada and/or the Seller has agreed. If Lazada (or seller) has agreed to provide a replacement Product or has agreed to provide a refund to the Customer, the Product and all components or complete packaging and all contents, must be returned or shipped back to the Seller immediately with shipping costs borne by the Customer." As it should be, buyers must receive compensation, compensation, and or replacement when they receive non-conforming goods. In the provisions of Article 4 of the GCPL Hendrik as a buyer whose rights have been violated by the seller, namely in the form of Hendrik who at that time did not receive replacement goods even though the goods were not in accordance with the agreed agreement.

This condition makes buyers or consumers given more rights than sellers or business actors. Therefore, the buyer has an obligation to pay according to the agreed value price and the consumer or buyer should get what has been promised. In this case, not only the seller, but the Marketplace also has responsibility for the transactions carried out by the parties using the application as stated in the Marketplace terms and conditions. Regarding Lazada's policy regarding returns is that Lazada guarantees a refund of up to 7-15 days. Those return days vary depending on the type of item on Lazada. These three types of goods are in LazMall goods with an estimated return of 15 days, Marketplace goods have a 7-day return time to the seller, and global or taobao/crossborder collectible goods have 7 days also for easy return of goods. However, digital goods are excluded from the scope of the return policy for example E-Books, E-Journals, movies, music, or other software. These digital goods have an estimated return date starting from the date of delivery.

Recommendation

Lazada itself has 2 offers through which way the item can be returned. The options given by Lazada are to return the ordered item to the seller by way of 7 or 15 days easy return or direct return

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to Merchant (DRTM) with 7 days return to the seller. The applicable returns for each item can be found in the service details on the product page. After choosing from one of these return methods, select the item to return. The return option will be available once the item has been shipped. When you have decided to return, there will be a form to fill in. The form contains what items will be returned, how many, the reason for the return, and upload a photo of the item. The delivery method consists of 2, namely drop off or pick up.

Acknowledgment .

The role of leaders as decision makers in Lazada, can be classified into four main forms which can be briefly outlined as follows:

1. As entrepreneurs, leaders are expected to continuously assess the condition of the company, seek and identify opportunities that can be utilized, although this analysis often requires adjustments within the company.
2. Noise reducer. This position involves being prepared to take responsibility for implementing remedial measures if a significant disruption occurs within the company that, if not addressed immediately, will have a detrimental impact on the company. It involves the use of crisis management strategies, which differ from conventional strategies when there is a minor disruption to the normal operations of the organization.
3. Research shows that individuals with higher status tend to interact with more parties outside their "inner circle". In other words, they increasingly represent the organization in negotiations. For example, negotiating with suppliers to further process raw materials or materials into a certain product with high quality but at a reasonable price, or negotiating with certain government agencies to obtain permits. This suggests that a person in a leadership role must be able to recognize the elements that contribute to a company's success and be alert to potential obstacles, unexpected opportunities, and previously unrecognized threats.

Effective management plays a key role in human capital development. Leaders can create a productive and motivating work environment through thoughtful training, empowerment, and a focus on individual skill development. Leaders who understand the importance of HR investment not only improve team performance, but also create a foundation for long-term growth and sustainability. Therefore, this research contributes to the understanding of how leaders can be positive change agents in optimizing human resource potential in different organizational contexts.

In this case, compensation must be made by the seller because he has made a default according to the Criminal Code. The form of responsibility that must be carried out by the seller is compensation. So Hendrik as a buyer can ask for compensation from the seller. Things that must be done by Hendrik in asking for compensation from the seller must be in accordance with the terms and conditions in Lazada. In the Lazada Marketplace itself has 2 offers through which the item can be returned. The options given by Lazada are to return the ordered item to the seller by way of an easy return of 7 or 15 days or a direct return to the Merchant (DRTM) with a 7-day return to the seller.

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