

## **ABSTRACT**

*Al-Zahar is a MSME that produces 2 types of products: craft and fashion. During his 10-year journey of Al-Zahar has undergone a successful phase such as being able to export and failed phase of Miss management and less optimal human resources planning. Despite all those failure but this MSME does not give up and want to rise by pioneering its business again with some changes. In every beginning of business, there will always some risk such as human resources risk. SDM is a key success factor in the business, so that the risk needs to be minimized by a design of HR planning strategies derived from business strategy. The design will use the Strength Weakness Opportunities Threat (SWOT) and Benchmarking methods. SWOT is used to create business strategy based on MSME internal and external conditions. While the HR planning using the Benchmarking method is identifying the HR needs in terms of quality and quantity of the learning of other organizations that are considered good and appropriate. The results of this research is the business strategy of Growth Oriented Strategy and Human resource planning strategy, namely the function and Jobdesc and its specifications, for management functions include marketing & Rnd, admin & finance, production (procurementt & shipping) while the production functions include sewing operators, cutting operators & patterns, screen printing operators, operator quality control & packing, operator picture frame, operator coloring*

***Keywords: HR Planning Strategy, Bussiness Strategy, SWOT, Matriks TOWS, Benchmarking.***