

## CHAPTER I

### INTRODUCTION

#### 1.1 Object Overview

##### 1.1.1 Company Profile

Sariraya Co.,Ltd or is pioneer Indonesian halal food chain that based in Aichi, Japan. The company was established in 2005 with Teguh Wahyudi as the founder as well as the Chief Executive Officer. Sariraya specializes in halal food chain in Japan with several business units such as tempeh factory, restaurants, and halal mart. The company also as the only importer of halal and Indonesian products in Japan.



**Figure 1.1 Sariraya Co.,Ltd Logo**

*Source:* Sariraya Co.,Ltd (2023)

Sariraya started its business as a small tempeh factory in Nishio City, Aichi Prefecture. Over the years, the company has expanded its business to include the production of other halal food products, such as bakso (meatballs), sambal pecel (peanut sauce), and halal fried chicken. Sariraya also imports and distributes a wide range of halal food products from Indonesia and other Southeast Asian countries.

Sariraya provides its consumers with high-quality halal culinary items and services. The Islamic Center of Japan certifies the company's products as halal, while the Halal Gourmet Association of Japan certifies its restaurants as halal.

Sariraya maintains a halal mart and various restaurants in Japan in addition to its food goods business. The halal mart of the company sells a wide variety of halal food goods, including fresh meat, fish, vegetables, and groceries. Sariraya restaurants serve Indonesian and other halal cuisines.

The objective of Sariraya is to "make halal food accessible to everyone in Japan." The company is dedicated to developing halal culinary culture in Japan and assisting Japanese Muslims in living a more fulfilled Islamic life.

Currently, as of 2024, Sariraya is included in the SME company category. SMEs in Japan are regulated by the laws stated in The Small and Medium Enterprise Basic Act of 1999. As a wholesale company with less than 100 employees and capital under 100 million yen, Sariraya can be categorized as a small medium enterprise based on this law.

### **1.1.2 Company Vision and Mission**

#### **A. Vision**

Sariraya's vision is to be the leading provider of high-quality halal food products in Japan. The company's values are based on the principles of integrity, customer satisfaction, and social responsibility.

#### **B. Mission**

1. Import good, selected quality Halal foods from the world, especially Indonesia to Japan.
2. Produce, provide, introduce, and distribute good, selected quality Halal foods to the society in Japan, especially Moslem and Indonesian communities.
3. Contribute to the establishment of good friendship and cooperation between Indonesia and Japan and the development of Indonesian community in Japan.

### **1.1.3 List of Sariraya Co.,Ltd Business Units**

According to Sariraya Co.,Ltd (2023), there are several business units that operates in Japan, which are:

## 1. Warehouse

Sariraya has a warehouse unit that focuses on business-to-business sales. The warehouse unit also holds several products which can later be taken by the retail unit (Halal Mart) if they lack products in their store.

## 2. Production of Halal Food Products

Sariraya makes a variety of halal foods, including tempeh, bakso, sambal pecel, and halal fried chicken. The Islamic Center of Japan has approved the company's products as halal because they are manufactured with fresh, high-quality ingredients.

## 3. Import and distribution of Halal Food Products

Sariraya imports and distributes halal cuisine from Indonesia and other Southeast Asian countries. Fresh meat, fish, veggies, groceries, and snacks are among the company's offerings.

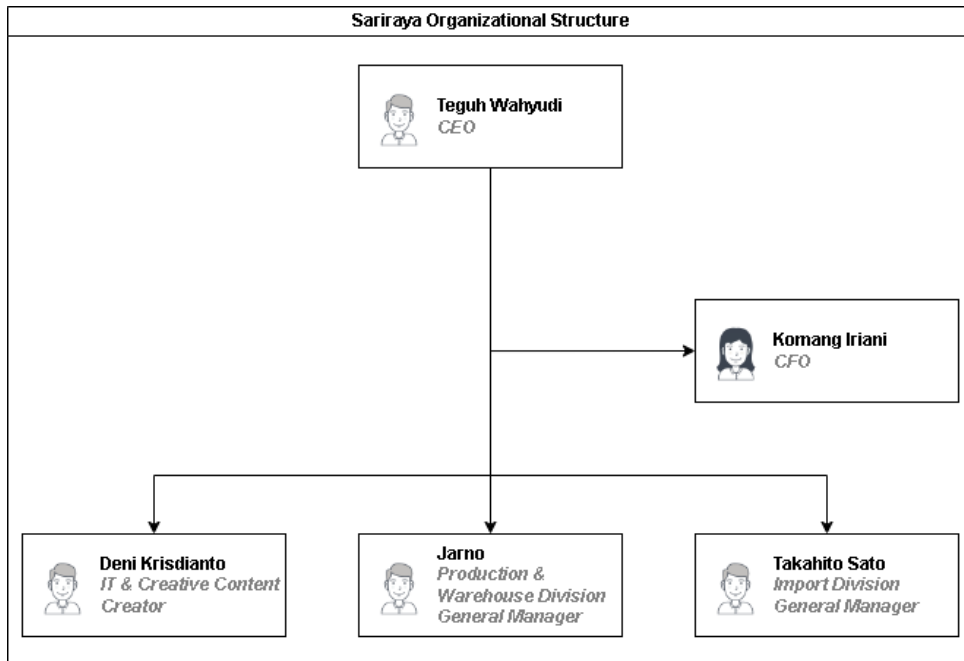
## 4. Halal Mart

Sariraya owns and maintains a several number of halal marts in Nishio, Aichi Prefecture. The halal mart sells a broad variety of halal food items, such as fresh meat, fish, veggies, and groceries.

## 5. Restaurant

Sariraya owns and operates various restaurants in Japan that serve Indonesian and other halal cuisines. The Halal Gourmet Association of Japan has approved the company's eateries as halal.

### 1.1.4 Sariraya Co.,Ltd Organizational Structure



**Figure 1.2 Sariraya Co.,Ltd Organizational Structure**

*Source:* Internal Data of Sariraya Co.,Ltd (2024)

## 1.2 Research Background

One of the main factors in work efficiency that influence productivity of work is workload. Cited from Ariani et al. (2019), P.Dasgupta and Roy stated that workload analysis is a methodology to measure the time, effort and resources required to perform product department operations, so as to be able to identify the organization's actual needs for human resources in both quality and quantity, and develop these assets to accomplish the goals and strategies that the organization wants to accomplish in various workplaces.

Adjusting employee workload in a corporation is critical in assessing the efficacy and efficiency of employee work. Employees with excessive workload levels have difficulty handling their duties (overload), whereas employees with insufficient workload levels (underload) have a negative impact on the company's efficiency because they are unable to maximize employee functions properly (Wicaksono & Min Fadlillah, 2021). Therefore, it is necessary to measure workload in a company so that the level of effectiveness and efficiency of employee and corporation performance is maintained stably and does not burden both parties.

This research study selects Sariraya Co., Ltd as the research object, where Sariraya Co., Ltd is an Indonesian halal food chain based in Japan with a large customer base nationwide. To be exact this research will focus on Sariraya warehouse units. The warehouse unit is selected due to the high numbers of workload that given to each employee. So, it is necessary to analyze the workload received by each human resource in it to emphasize the importance of creating the best possible resource allocation.

Based on statements made by warehouse employees at Sariraya Co., Ltd. Analysis of workload on permanent employees of the Sariraya warehouse unit due to several problems encountered, namely:

1. There is a request to add employees due to the perceived heavy workload and ignorance of optimal workload references at the Sariraya Co., Ltd warehouse unit.

2. A workload analysis has never been conducted on the warehouse unit of Sariraya Co., Ltd.

Incidents regarding this level of workload often occur in many companies. A phenomenon that often occurs is that many employees have a workload level that is not in accordance with their competence. Especially in Japan, it is famous for the term “Karoshi” or death by overwork. According to (Statista, 2024) In 2023, nearly 2.9 thousand people in Japan committed suicide due to problems related to their work situation in Japan. Occupational sudden death, known as karoshi ("death by overwork"), is a well-known phenomenon in Japanese society. In addition to physical pressure, mental stress from the workplace can cause karoshi.

This statement is supported by Nabawi (2019) which stated that many employees who are given responsibility for work do not match their expertise and skills. Excessive workload can have a significant negative impact on employee well-being, both physically and mentally. Research has shown that employees who are overworked are more likely to experience fatigue, irritability, and emotional distress. This can lead to decreased productivity, increased absenteeism, and job turnover. On the other hand, employees who are underworked may also experience negative consequences. They may feel undervalued and less motivated, which can lead to boredom, procrastination, and poor performance. This work intensity will also impact the overall performance of the company where these human resources work.

According to Civil (2024), a 2016 government survey, more than 25 percent of all Japanese companies require 80 hours of overtime each month. On average, 22% of Japanese employees work more than 50 hours per week, according to the OECD's survey (Civil, 2024). Although the average annual working hours per worker in the US is higher, when compared with Japan, only 11% of employees work more than 50 hours per week. This culture also has an impact on the workload obtained by the employees of Sariraya Co., Ltd. Sariraya Co.'s employees work 6 days a week and approximately 60 hours per week.

Organizations or companies require good and focused human resources, so that they can achieve a good organization that is able to compete. One of the most crucial things in a company is arranging optimal human resources, this is an important factor so that the company can run effectively and efficiently. Resources themselves are the main point in business, there are thousands of resources that can be used to facilitate the running of business in a company, including human resources. Due to its vital role, many corporations are beginning to focus on enhancing the quality of their human resources in order to thrive. This statement is supported by Widjaja (2021) This is done so that HR can become an asset capable of encouraging organizational growth and performance in order to generate (generate) maximum profit for the company. Organizational goals and achievements depend on how good the quality of human resources the company has. The crucial role of human resources in a corporation is to contribute to planning, guiding, maintaining, and arranging assessment of the corporation.

According to Widodo et al. (2020) In essence, human resources hired in an organization are used as movers, thinkers, and planners in achieving organizational goals that have been prepared. High-quality human resources can always improve their professional qualifications and gain quick access to advanced technologies and new knowledge. The use of them in production and company activities will improve work quality and performance while dramatically increasing earnings.

In addition to the traditional roles of HR, such as recruitment, selection, training, and development, HR is also playing an increasingly important role in supporting organizational change and transformation. As organizations face new challenges and opportunities in the rapidly changing world, HR needs to be able to help them to adapt and thrive. An optimal number of human resources is needed to increase productivity and efficiency amount of work. This is necessary in order to maximize the corporation's achievement. The human resources referred to here are people employed by a corporation or organization, namely employees. In order to produce excellent human resources, workload calculations are required so that the output of performance produced by each employee is optimal.

Humans are the organization's most valuable asset, so that human resources (HR) must be managed effectively and maximally utilized. HR is the organization's most valuable asset. HR promotes workers' ability to contribute to overall economic and social development, including intellectual and physical workability. HR does not imply merely assisting people and their abilities. Along with increasingly sophisticated developments and globalization, the role of Human Resources (HR) has become very vital, both on a government and private organization scale (Ariani et al., 2019).

Based on the explanation above, the urgency in this research is about the importance of carrying out workload analysis and calculating the optimal number of human resources. Workload analysis itself can be very useful for companies if done well because it concerns how companies can carry out their human resource planning functions carefully. Then, as a benchmark for the company, whether it has been properly providing welfare for its employees, seeing that the workload here really influences the condition of the employees. Then, if it is done well, the company will be able to design and calculate how many sufficient and optimal resources are needed, so that the company can run effectively and efficiently. Thus, the researcher wants to conduct a study with the title "Workload Analysis to Determine the Optimal Number of Human Resources at Sariraya Co., Ltd."

### **1.3 Problem Formulation**

The author wants to conduct further research regarding workload analysis to determine the optimal number of human resources for Sariraya Co., Ltd. employees so that the optimal number of employees is obtained.

The research questions used in this research can be formulated as follows:

1. What is the workload condition of Sariraya Co., Ltd employees?
2. What is the appropriate and ideal number of employees for Sariraya Co., Ltd based on the results of workload calculations?
3. What kind of organizational structure design and job description are suitable for optimizing warehouse employee work?



#### **1.4 Research Objective**

Based on the formulation of the research problems that have been presented, the objectives of this study are:

1. Describe the workload conditions of Sariraya Co., Ltd. employees.
2. Explain the appropriate and ideal number of employees for Sariraya Co., Ltd
3. Be able to describe the new design of organization structure and job descriptions.

#### **1.5 Problem Limitations**

In order for this research to be more focused and directed, it is necessary to provide problem boundaries for the problem being studied. The problem limitations in this research are:

- a. The analysis is only based on the employees of Sariraya Co.,Ltd.
- b. The workload value after the proposed addition and reduction of employees is not written down and discussed, the results are only a reference.
- c. The workload value after the proposed addition and reduction of employees is not written down and discussed, the results are only a reference.

#### **1.6 Research Benefit**

This research is expected to provide benefits for various parties both directly and indirectly. The benefits of research are as follows:

1. Theoretical Aspect

This research is expected to be used as one of the efforts to develop science, especially in the field of human capital and it is hoped that the findings obtained can become assessment materials as a reference for subsequent researchers.

2. Practical Aspect

This research has the benefit of being reference material for companies to see the level of workload of employees in the company. This

research is a valuable resource for companies to assess employee workload levels and make informed decisions.

## **1.7 Writing Systematic**

### **a. CHAPTER I INTRODUCTION**

This chapter contains the background of the problem, which shows the basic thinking in an outline both in theory and in fact and is the reason for conducting this research. The problem formulation contains statements about circumstances, phenomena, and or concepts that require answers through research.

### **b. CHAPTER II LITERATURE REVIEW**

This chapter describes the theoretical basis, which contains descriptions of theories that become the basis for formulating hypotheses and helping in the analysis of research results.

### **c. CHAPTER III RESEARCH METHODOLOGY**

This chapter will examine study variables and operational definitions, as well as the explanation of the variables employed in the research. The sample size is determined by factors such as the population size, the number of samples obtained, and the sampling technique. The technique of analysis indicates how the picture of the analytical model utilized in the study was formed.

### **d. CHAPTER IV RESULT AND DISCUSSION**

This chapter presents the research results and analysis or discussion of the research results. Every aspect of the discussion or analysis of the results of the data analysis is then interpreted and continued by drawing conclusions.

### **e. CHAPTER V CONCLUSION**

This chapter is a portion of the study that incorporates findings from the research discussion and ideas made by the author that are expected to be valuable for both the subject of the research and other interested parties.