

ABSTRACT

PT Bajika Kargo Semarang is a freight forwarding service company that has problems in reporting HR data because the recording of HR data is still unstructured, which causes difficulties in analysis and decision making regarding career planning by the Branch Manager and HR managers at the company.

This study aims to determine the existing career planning at PT Bajika Kargo Semarang, create more efficient career planning, and design a data visualization dashboard to facilitate HR management decision making in planning employee careers. It is expected that the company can more easily monitor employee performance, identify employees who have superior or underperforming performance, and determine career direction based on Key Performance Indicators (KPIs) and other indicators.

Method used in this research is descriptive qualitative with a case study approach. Data were collected through semi-structured interviews with sources such as Branch Managers, Supervisors, and HRD of PT Bajika Kargo Semarang. Data analysis was carried out by data reduction, data presentation, and conclusion drawing.

The results of the research are in the form of designing an HR data visualization dashboard using Google Looker Studio which contains comparative indicators between employees such as profile, position, length of service, and performance scores.

This research contributes to designing a dashboard to streamline HR data reporting efforts to support career planning activities at PT Bajika Kargo Semarang. Suggestions that can be given are the use of digitalization in objects and research on academic development.

Keywords: Human resources, Career planning, Data visualization, Dashboard.