

IMPLEMENTING TALENT MANAGEMENT APPROACH, TO IMPROVE NON-TAX REVENUE IN CENTER FOR INNOVATION

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ABSTRACT

The role of human resources management, in determining the success of the process of organizational change is important because, human resources management is an important subject, that will carry out the process of change. To carry out the process of change, it can be done through innovation in achieving competitive advantage, for personnel of the organization. Competent human resources are indispensable in a competitive environment. Individuals who have a good working competence, would be easy to carry out the job responsibilities and able to adapt well to their environment. The relationship between human capital (talent) and competitive advantages are as follows: Talent is the right stone fundamental building, comes to creating an organization that is able to innovate and change, and uses it as a source of competitive advantages. This talented employee development should be done gradually, in order to improve organizational performance, especially for the financial performance of Non-Tax Revenue. The methodology that used to enhance the strategy divided into three steps: formulating, implementing and evaluating strategy. Formulating strategy resulted from an identification factual condition of Non-Tax Revenue, in Center for Innovation; collect and analysis data production Non-Tax Revenue in Center for Innovation; collect data and analysis for Talent Management factors. The next step is making an identification matrix to utilization all potential of the combined implementation strategy using SWOT analysis; try to get a solution from all weakness and threat. From its matrix will get a mapping of action that expected accurately. The final step, doing an evaluation to control each action and making programs more focused. This management strategy of talent management approach expected able to improve Non-Tax Revenue in Center for Innovation.

KEYWORDS: Competitive Advantage, Non-Tax Revenue, SWOT Analysis, Talent Management