

ABSTRACT

This study aims to analyze and formulate human resource development strategies to enhance the performance of a futures brokerage company at PT. Equityworld Futures. The commodity futures trading industry is characterized by dynamic market conditions, intense competition, and strict regulatory requirements, which necessitate adaptive and performance-oriented human resource management practices.

This research employs a qualitative approach using a descriptive method. Data were collected through in-depth interviews with branch managers and key personnel involved in human resource management. The data analysis process followed the stages of data reduction, data display, and conclusion drawing, as proposed by Miles and Huberman. Data validity was ensured through source triangulation.

The findings reveal that effective human resource development strategies consist of five principal dimensions: regulatory compliance, service facilities and quality, risk management, technology utilization, and corporate reputation. These dimensions collectively contribute to improved productivity, enhanced marketing team effectiveness, and sustainable organizational performance.

The study highlights that human resource development functions as a strategic organizational asset possessing valuable, rare, inimitable, and non-substitutable characteristics, thereby serving as a source of sustainable competitive advantage. This research contributes to the advancement of human resource management literature and offers practical insights for futures brokerage firms in designing integrated and performance-driven human resource strategies.

Keywords: *human resource development strategy, organizational performance, futures brokerage, sustainable competitive advantage, resource-based view*

