

## **Providing Human Resource Services in Construction Projects**

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### **Abstract**

Jaya Abadi was established by two colleagues who themselves started from humble beginnings in the construction sector. The partnership provides human resource to contractors of the construction industry in Malaysia. It acts as a bridge between job seekers and contractors of the construction projects that need the skills. The partners, Andrianto and Sulaiman Dayat created the business by drawing upon their own journey as immigrants in Malaysia. They recognized the opportunity to assist individuals who share similar backgrounds as theirs. The foundation of their business rests upon the invaluable lessons learned and the wealth of experiences gained over the years, complemented by the trust forged through meticulous networking efforts.

**Key words:** Construction, entrepreneurship, small business, Malaysia

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### **Introduction**

Jaya Abadi stands as a highly valued and reliable human resource provider that plays a pivotal role in meeting the labor requirements of diverse construction development projects in Malaysia. With the booming growth in the construction industry, numerous ambitious ventures such as housing projects, hotels, apartments, and more arise, necessitating a substantial workforce to bring these projects to fruition. Recognizing this pressing demand, Jaya Abadi has emerged as a solution-driven service provider, sourcing and providing skilled human resources from Indonesia to meet the specific needs of each project.

The inception of Jaya Abadi can be attributed to the unwavering determination and extensive experience of its founders, Andrianto and Sulaiman. These two dedicated partners have dedicated themselves to the construction sector, rising from the lowest positions and gradually ascending through the ranks. Their journey has been marked by perseverance, resilience, and an unyielding commitment to excellence. Coming from humble beginnings, Andrianto and Sulaiman have never allowed their circumstances to hinder their ambitions. Instead, they have channeled their hardships into motivation, fueling their drive to succeed.

With a shared vision and complementary skill sets, Andrianto and Sulaiman joined forces to establish Jaya Abadi. Their partnership represents a powerful combination of experience, expertise, and industry knowledge. Drawing upon their first-hand experience of working on construction sites, including working as manual labor, they have gained invaluable insights into the industry's intricacies. Through their arduous journey, they have developed a deep understanding of the labor requirements, the skills needed, and the challenges faced in construction projects.

The success of Jaya Abadi can be attributed to the relentless pursuit of opportunities and a commitment to delivering high-quality services. Andrianto and Sulaiman's never-give-up attitude has propelled them forward, enabling them to seize valuable opportunities and build strong relationships within the construction industry. Their strong work ethic and exceptional communication skills have contributed to forging solid partnerships with clients and stakeholders, earning them a reputation for reliability, efficiency, and professionalism.

Today, Jaya Abadi stands as a testament to Andrianto and Sulaiman's journey, their resilience, and their unwavering dedication to excellence. As a trusted human resource provider service, they bridge the gap between the labor demands of construction development projects and the skilled workforce available in Indonesia. By delivering competent and committed workers to these projects, Jaya Abadi not only contributes to the successful completion of ventures but also plays a significant role in supporting the growth and advancement of Malaysia's construction industry.

### **From Nothing to be Something**

Emerging from the depths of adversity, Andrianto and Sulaiman's remarkable odyssey from destitution to prosperity stands as an embodiment of unwavering determination, resilience, and unyielding spirit. Hailing from Kangean Island, a modest and economically constrained enclave in Madura, Indonesia, their early years were defined by limited prospects and meager aspirations.

Kangean Island is in East Java province, Indonesia. The hills of the island are covered with teak. Teak (locally known as 'kayu jati') contains high natural oils and rubber, making it durable, even if left untreated. The people raise cattle, and export copra, fish, salt, and timber across the Bali Sea.

However, refusing to succumb to the shackles of circumstance, these tenacious individuals transcended their humble beginnings, forging an extraordinary path towards success. Driven by an unwavering hunger for a better life, Andrianto and Sulaiman embarked on an audacious venture to Malaysia as Indonesian Migrant Workers, defying the odds stacked against them. This arduous journey, however, was not without its trials and tribulations. In their quest for financial assistance, they sought the benevolence of neighbors and relatives, securing a loan amounting to approximately RM400. With these borrowed funds and hearts brimming with hope, they set foot on Malaysian soil in 2003, leaving behind their familiar surroundings in pursuit of brighter horizons.

Their arrival in Malaysia marked the beginning of a grueling struggle against the harsh realities of an uncertain and often unforgiving landscape. Embracing various menial jobs, they toiled tirelessly, eking out a meager existence with a meager income of approximately RM30 per day. Burdened by the weight of debts and exorbitant interest rates, they were left with a mere RM5 to sustain themselves over arduous two-week intervals. Yet, it was within this crucible of adversity that their unwavering determination began to take root, fueling their relentless pursuit of success. Motivated by their trying circumstances, Andrianto and Sulaiman resolved to repay the world with unwavering diligence and unwavering triumph. Their dreams, while seemingly modest in nature, were propelled by boundless ambition and an insatiable hunger for accomplishment. They aspired to grasp substantial amounts of money, fortified by the thickness of RM100 bills, or even venture into livestock ownership upon their eventual return to their homeland. These aspirations served as unwavering beacons, steadfast reminders of the possibilities awaiting them, propelling them ever forward beyond the confines of their circumstances.

Driven by an unquenchable thirst for knowledge and self-improvement, Andrianto and Sulaiman seized every available opportunity to enhance their skills and expand their capabilities. Undeterred by limited financial resources, they seized the chance to partake in the prestigious Bina Usahawan Malaysia program, a three-day event held in Shah Alam designed to cultivate nascent entrepreneurs. This invaluable experience, coupled with intermittent study sessions dedicated to business and economic literature, fortified their intellectual prowess, and equipped them with the requisite acumen to navigate the intricate realm of entrepreneurship.

Yet, their ascent to success was not solely shaped by intellectual pursuits. Recognizing the instrumental role of effective communication and relationship-building, Andrianto and Sulaiman leveraged their innate interpersonal skills to forge enduring connections and cultivate an extensive network of contacts. With unwavering work ethic and genuine affability, they nurtured a broad and diverse network that not only broadened their horizons but also granted them access to various lucrative job vocations. These formative experiences became steppingstones, honing their skills and nurturing their expertise within the construction sector.

Embracing the indomitable spirit of entrepreneurship, Andrianto and Sulaiman embarked on numerous ventures, meticulously carving their own path to success. A notable enterprise included the establishment of an Eco Shop Franchise in Kuala Lumpur, a testament to their resolute determination. Despite arduous training sessions and substantial financial investments in preparation for a grand inauguration, the unexpected onslaught of the COVID-19 pandemic cast an ominous shadow over

Unyielding in the face of adversity, Andrianto and Sulaiman fearlessly embarked on a multitude of business ventures, notably including the establishment of an Eco Shop Franchise in Kuala Lumpur. Despite their meticulous preparations, which encompassed exhaustive training regimens and substantial financial investments, the unforeseen onset of the COVID-19 pandemic dealt a harsh blow, forcing the closure of their store within a mere three months of its eagerly anticipated inauguration. Nevertheless, Andrianto and Sulaiman's unwavering resolve remained unshaken, as they astutely recognized that triumphs and setbacks are inherent in the dynamic realm of entrepreneurship. With a steadfast commitment to resilience and an unwavering belief in their capabilities, they remained undeterred by adversity, their minds firmly attuned to the

pursuit of knowledge and progress. Embracing a mindset that transcends excessive fear of failure, they continue to learn, grow, and evolve, forever mindful that setbacks are merely steppingstones on the path to success.

Presently, Andrianto and Sulaiman's extraordinary saga stands as a beacon of inspiration, illuminating the transformative potential inherent within the realms of perseverance, relentless industry, and unwavering self-belief. Their remarkable ascent from adversity to prosperity not only defies the constraints of circumstance but also epitomizes the pinnacle of entrepreneurial success. Their indomitable spirit serves as a guiding light, demonstrating the profound impact of an unwavering dedication to lifelong learning and an insatiable hunger for personal and professional development. Through their resolute pursuit of growth and unyielding commitment to their dreams, Andrianto and Sulaiman embody the essence of entrepreneurial triumph, inspiring others to embrace resilience, forge their own paths, and harness the transformative power that lies within.

### **Enlightened Opportunities**

Enlightened by their profound expertise and comprehensive understanding of the construction industry at every level, Andrianto and Sulaiman's astute awareness and unwavering determination led them to recognize a unique business opportunity within their field of experience. Leveraging their exceptional communication skills and adept relationship-building capabilities, they cultivated an extensive network that earned them a reputation for reliability and trustworthiness. This, coupled with their deep understanding of the prevailing job market and the challenges faced by job seekers, spurred them to act. With great initiative and entrepreneurial spirit, Andrianto and Sulaiman established Jaya Abadi in 2007 as a sole proprietorship based in Cheras, Selangor.

Jaya Abadi swiftly emerged as a vital intermediary, bridging the gap between skilled laborers seeking employment and the burgeoning demand for workforce in the ever-expanding construction projects throughout Malaysia, with a particular focus on the vibrant capital city of Kuala Lumpur and its surrounding areas. Recognizing the dire need for qualified workers in the industry, Andrianto and Sulaiman, with their keen insight and robust network, effectively matched job seekers with the most suitable construction projects. Each project became an opportunity for Jaya Abadi to deploy a workforce of 20 to 30 individuals, meticulously selected for their skills and expertise. The duo's commitment to excellence and unwavering dedication earned them the trust and respect of contractors, further solidifying their position as a reputable human resource provider.

Over time, as Jaya Abadi continued to thrive and earn recognition for its exceptional services, the number of project bids increased significantly. This growth necessitated an expansion of their workforce to meet the escalating demands of industry. Today, the company stands as a testament to their unwavering vision and exceptional management skills, boasting a team of over a hundred field workers and supported by five competent field supervisors. These supervisors serve as flexible mediators, seamlessly coordinating between contractors and the workforce to ensure smooth operations and unparalleled service delivery.

The remarkable success of Jaya Abadi is not merely a testament to Andrianto and Sulaiman's entrepreneurial prowess but also a tribute to their unwavering commitment to excellence, resilience in the face of challenges, and their innate ability to seize opportunities. Through their enterprising spirit and unwavering dedication to building and maintaining strong relationships, they have not only carved a niche for themselves within the construction industry but also provided countless job seekers with valuable employment opportunities. Their unwavering confidence and drive to excel continue to propel Jaya Abadi forward, driving the company towards even greater achievements, empowering individuals, contributing to the continued growth and success of Malaysia's construction sector, and making a positive impact in the communities they serve.

### **Maintaining the Business Despite the Challenges**

Jaya Abadi's journey has not been without its share of challenges, yet Andrianto and Sulaiman have demonstrated unwavering determination and resilience in navigating these obstacles. Recognizing that their business operates on a project-based model, they understand the need to differentiate themselves from competitors in the increasingly competitive marketplace. They have consistently emphasized the work ethic of the workers they provide and the responsible approach they adopt in managing their business, highlighting their commitment to delivering superior service.

Health and safety considerations are also paramount in the construction industry, and Andrianto and Sulaiman have made it a priority to ensure the well-being of the workers they deploy. Acknowledging the inherent risks associated with construction work, they diligently reinforce health and safety protocols to their workforce in every project. They understand the importance of preventing accidents or illnesses and take the necessary steps to guarantee the implementation of all required safety measures. In the unfortunate event of a worker falling ill or experiencing a tragic incident while on a project, Andrianto and Sulaiman, as the business owners of the human resource service provider, assume the responsibility of ensuring that proper precautions and procedures are followed.

Furthermore, another challenge that Andrianto and Sulaiman must address pertains to the nature of their contract-based business. There are instances where certain project tenders choose to default on their contractual obligations, fleeing without remunerating Jaya Abadi for the services rendered. In such circumstances, Andrianto and Sulaiman find themselves compelled to bear the financial burden of compensating the workers they had deployed to the project. Despite diligently reporting such incidents to the authorities, encountering fraud still results in financial losses. Nevertheless, Andrianto and Sulaiman uphold their integrity and commitment to their workers, always prioritizing the welfare of their team members by ensuring they receive their rightful payment, irrespective of the project's outcome.

Despite the numerous challenges encountered along the way, Andrianto and Sulaiman remain resolute and steadfast in their pursuit of business success. They recognize that their workers heavily rely on Jaya Abadi for their livelihoods, creating a deep sense of responsibility within them. Additionally, they frequently extend financial and non-financial support to their workers, aiming to improve their quality of life and provide opportunities for personal growth. It is through these initiatives that some workers have achieved remarkable success, established their

own businesses or advanced to higher positions. Andrianto and Sulaiman's own arduous experiences in their formative years have instilled in them a profound understanding of the importance of offering ongoing opportunities to individuals from less fortunate backgrounds, empowering them to strive for a brighter and more prosperous future.

In the face of adversity, Andrianto and Sulaiman's unwavering commitment to their workers, their steadfast perseverance, and their belief in the transformative power of opportunity have enabled Jaya Abadi to overcome obstacles and thrive. Their resilience and determination serve as an inspiration, not only to their employees but also to the broader business community. By fostering an environment that supports personal growth and social empowerment, they exemplify the profound impact that entrepreneurial spirit, compassion, and unwavering dedication can have in transforming lives and creating a more equitable society.

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## Discussion Questions

- 1 What might be the primary motivation of Andrianto and Sulaiman to set up their own company? Explain.
- 2 Besides supplying labour to the construction industry, what may be another business that Andrianto and Sulaiman could consider? Why?
- 3 Do you think the two business partners will be comfortable in providing a similar business if they decide to return to Indonesia? Take a position and justify.
- 4 To what extent being in Malaysia has sparked the urge in Andrianto and Sulaiman to engage in the manpower supply services to the construction projects?
- 5 How would entrepreneurs Andrianto and Sulaiman continue their business in Malaysia if they decide to return to their home country?