

## HUMAN RESOURCE MANAGEMENT IN IMPROVING THE ECONOMY AND SUPPORTING COMMUNITY EDUCATION THROUGH UMKM ACTIVITIES IN TANJUNG LUAR VILLAGE

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### Abstract

*Source Power man is often called a human resource, energy or strength human (energy or power). Humans are also mentioned as a source of energy, ability, strength, and expertise possessed humans, are also possessed by creatures, such as animals, and plants, and even also owned by elements. Study This aims to know from support government to business group society and how impact business programs on the sector economy and education for the community Type of research used is study descriptive qualitative, data obtained from observation, interviews, and documentation. Validity of researcher data uses technique triangulation. Data analysis was carried out with four stages namely: data collection, data reduction, data presentation, and withdrawal conclusion. Research results show: that there is support government with methods to protect and facilitate form tool production and deliver training for development capacity member group Bujamatas, so impact on addition from facet sector economics and education for group.*

**Keywords:** *Management; Government Support; Economics and Education.*

**Abstrak:** Sumber daya manusia sering disebut sebagai humen resource, tenaga atau kekuatan manusia (energi atau *power*). Manusia juga disebut sebagai sumber tenaga, kemampuan, kekuatan, keahlian yang dimiliki oleh manusia, dipunyai juga oleh makhluk lainnya, seperti pada hewan, tumbuh-tumbuhan, bahkan dimiliki juga oleh unsur dalam. Penelitian ini bertujuan untuk mengetahui bentuk dukungan pemerintah terhadap usaha kelompok masyarakat dan bagaimana dampak program usaha bagi sektor perekonomian dan Pendidikan bagi masyarakat Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif, data diperoleh dengan melakukan observasi, wawancara dan dokumentasi. Keabsahan data peneliti menggunakan teknik triangulasi. Analisis data dilakukan dengan empat tahapan yakni: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan: adanya dukungan pemerintah dengan cara mengayomi dan memfasilitasi berupa alat produksi dan memberikan pelatihan untuk pengembangan kapasitas anggota kelompok Bujamatas, sehingga berdampak pada penambahan dari segi sektor ekonomi dan Pendidikan bagi kelompok.

**Kata Kunci :** Manajemen; Dukungan Pemerintah; Ekonomi dan Pendidikan.

## INTRODUCTION

Source Power man is often called a human resource, energy or strength human (energy or *power*). Humans are also mentioned as a source of energy, ability, strength, and expertise possessed by humans, are also possessed by creatures, such as animals, and plants, and even also owned by elements. In this case, this man is a planner, implementer, and controller and evaluation something development and enjoys results evaluation of something development, very influential success from development because man has a very decisive role (Abdurrahman Fathoni, 2006).

Development resource man is an improvement process knowledge, skills, and capacity of all residents something public (MM. Papayungan, 1995). Temporary That Payaman J. Simanjuntak believes that: resources man contains two meanings: first, effort Work or services available \_ given by someone in time certain for produce goods and services. Whereas understanding second is concerning capable human Work For giving service or business Work (Payaman J Simanjuntak, 1985). Development source Power Man is based on the reality that improvement “*human factor*” will give a big contribution to the rate of growth development, so enhancement source Power Man is seen as a key success in possible development to ensure progress and stability economy.

Education also plays a role very important role in increasing the source Power and reliability of humans. The low-quality education became the reason for the crisis source of Power humans. Remember moment this is the era penetrated forward, which automatically joined in influence on development economy. So that Already duly If fieldwork needs source Power truly human competent for synergize together. One reason for the lack of source Power for a quality human being is education yet equally caused by several factors, one of which is that is a factor the economy does not have sufficient needs and costs education.

Government, Institutions, and Organizations need programs that work The same with the Local Village Government to increase community human resources For support effort and stability of the economy and society through human resource development and improvement programs provided by the government For public objectives exists increasing capable human resources in society Work by fields and abilities they have, through this program as well as the community expect can hone ability or develop the skills he has and can Work or build business independent or group by field and expertise he possesses For increase its economy so that can support Educational needs of family nor individual.

Community through development programs that have been provided, the community can work or build UMKM businesses to fulfill its economic support need We know that the level of competition in the world of work is very high, with talent nor expertise possessed by the community through HR development programs, so public can Work nor try For fulfill need the

economy, because That level welfare life public depends from facet If the economy is adequate, UMKM can say as productive business For developed To use support development Indonesian economy because UMKM are the solution from countermeasures poverty. Micro, Small, and Medium Enterprises (UMKM) are alternatives for fieldwork as well as roles for push rate growth economy. Micro, Small, and Medium Enterprises (UMKM) are perpetrators of his business from a society that has business small nor intermediate (Arifin et al., 2021).

UMKM themselves are capable of absorbing power Working more, in the end, will impact the welfare of workers and reduce unemployment, Based on results observations carried out in February 2023 on the group public that is Group Bujamatasa, aside from a supporter economy the MSME community is also opening up opportunity business for public like results The production is marketed by the community in charge as resellers and services between the product produced, where the business being carried out will has an impact on the economy and education of affected families in the area, the results obtained are used For need daily needs and needs school children they such as pocket money and necessities others are moderate taking education, and groups the have knowledge as well as experience Work through the training provided. UMKM is one of their sector's superior businesses for pushing a growth economy. In its development, it is necessary exists *upgrade* from various aspects of being a foundation implementation business, one of them is source Power man (Akuntansi et al., 2021).

Based on the description above can be seen from the place studied that several communities have been provided with the mentoring program There has been a lot of human resource development to build businesses in a way independent and group based on abilities that they can work and can reduce level difficulty economy and its needs, in this program most of the programs provided to women because they look at them based on potency development businesses owned in each village.

*First*, Siti Hajar Audina, with the title "Role Training to Development Small and Medium Business Actors at the Small and Medium Enterprise Cooperative Service Deli Serdang Regency " (Siti Hajar Audina, 2021). Difference study This is located on the object research, time research, and place research. *Second*, Helmita and Naim, " *The Role of UMKM Human Resource Competency in Improving UMKM Performance in Pujorahayu Village, District. Pesawaran Katon Country* " (Helmita et al., 2012). Difference study This is located on the object research, time research, place research, and results research.

Deep goals study This is for know concern government to business micro small intermediate in increase economy society and for know achievement from MSME in support sector economics, education nor opportunity work produced.

With the background above so researcher is interested in doing a study about "Management Human Resources in Improving Economy and Supporting Community Education Through UMKM Activities in Tanjung Luar Village" Research This is a case study in Tanjung Luar Village, District Keruak, East Lombok Regency.

## METHOD

This research uses qualitative research which aims to understand the phenomena experienced by research subjects holistically and using descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Moleong, 2011). The method applied in this research is a qualitative descriptive method that systematically describes the research object based on the results of observations, interviews, and document studies which will be written in the form of descriptive sentences.

This research was conducted at Bujamatasa UMKM, Bunga Tanjoh, and saw snapper fishermen groups, Tanjung Luar Village, Keruak District, East Lombok Regency, West Nusa Tenggara, in February-March 2023. The data was obtained directly from the research site at Baznas, East Lombok Regency. Source information mainly originates from several Bujamatasa UMKM, Bunga Tanjoh, and the Sapodilla Snapper fishermen group in Tanjung Luar Village.

Steps step for analyze the data according to Milles, who was quoted in his book entitled *Qualitative Data Analysis: A Methods Sourcebook Third Edition*, which includes three matters namely: *First* Data Condensation, *Second*, Data Presentation, *Third*, conclusion (*Verification*) (Milles, 2014).

## RESULTS

There are only a few research results and discussions that the research can present, due to the limits of the researchers' abilities and readiness.

### 1. Efforts by the Government to Support MSME Capital in Increasing Long-Term Business Success

Capital is closely related to the business world because every person who starts a business needs capital to run his business smoothly, without capital a business cannot run and develop, therefore capital is very important for the needs of a small and medium scale business. or big business.

#### a. Fisheries Department

In this case, the fisheries service is the highest structure, where the group itself is guided or assisted by the fisheries service, especially for fisheries instructors in each sub-district, because the bujamatasa group itself is engaged in the business of processing and marketing marine products

or abbreviated as poklahsar, in In this case, the fisheries department itself cannot support the group in terms of capital, however, the fisheries department supports it by assisting with production equipment according to what the group needs, such as spinners and grinding equipment.

Not only is assistance provided with production equipment, but the fisheries department itself plays a very important role in supporting more advanced group businesses through mentoring and promoting products produced by the group through bazaars or events in government agencies, fisheries instructors themselves regularly every month control and check the condition and development of the group, so that sales developments and group production numbers are recorded in one ledger which will later become a reference for the development of product sales every month and will be used as monitoring and evaluation material by the relevant government agencies and agencies.

b. Department of Industry and Commerce

The industry service and trade service in this case also plays an important role in the development of the production commodities produced, wherein a production product, before marketing is carried out, testing will be carried out as to whether or not the product is suitable for being marketed so that the role of the industry and trade service in This facilitates the group in issuing home industry production permits or PIRT and BPOM through stages. The group itself is provided with training related to production SOP and standards for the production of raw materials used so that they can pass laboratory tests carried out by the industry and trade department.

c. Village government

The role of the village government itself in the group is to support the group's long-term business, namely by providing business capital loans through Bumdes. The group and Bumdes enter into a cooperation agreement with a profit-sharing system that has been agreed upon by both parties. This cooperation agreement is carried out to support capital. groups for production needs and procurement of production equipment that is not yet available, in this way the development of group production will be made easier because the required capital is available by the needs required by the group.

d. Non-Governmental Organization (NGO)

Non-governmental organizations (NGO) in this case played an important role in the initial formation of this group started from an initiation carried out by an NGO, fisheries instructors, the village government, and mothers of fishermen's wives in Tanjung Luar Village, from this initiation then agreed together so that precisely on March 1,6 2020, this group was confirmed by the Village

government and fisheries instructors through a Village Decree which was named the Bujamata group.

NGO itself supports activity groups by providing capital loans, providing production assistance tools in the form of spinners, frying pans, steamers, and roller mac, hines and providing training to develop the capacity of group members, so that production or management results from the group increase for long-term business sustainability, not only that In terms of promotion, NGO themselves help promote group products through events, bazaars, Indonesian food, courts and others so that group products can compete and be sold on the market.

## **2. Achievements of the Group in Supporting the Economic Sector, Education, and Job Opportunities Generated**

The mechanism implemented in the Bujamatasa group to measure group achievements is by monitoring and evaluating recaps of sales results and production results produced every three months or every six months so that benchmarks for the group's achievements and level of success can be known through turnover. sales recorded in the group sales ledger.

### **a. Achievements in the economic sector**

The product commodities produced by Poklahsar Bujamatasa are floss, crackers, reneging, berries, and other dry cakes, where in one month the group can produce one to two times a month, with an average of 100-150 kg of product produced. Sales product Floss itself is available at Wisfood Indonesia, in keys-keys around Terare, Sikur, Masbagek, and Tanjung Luar with a reseller system, and social media even currently the shredded product is being verified for price comparisons with Indomat and Alfamart which is assisted by parties from Wisfood Indonesia.

For sales of all products, the monthly sales turnover is around 5-6 million so that each month the distribution for each person from the group is 250,000-400,000 after deducting production costs production operational costs, and other costs, in the economic sector of this group It can be said to be successful because there is side income or other alternative livelihoods generated through MSME activities in the field of processing and marketing marine products.

### **b. Education sector**

From the education sector, of course, groups are equipped with new skills and knowledge through training or capacity development and comparative studies. Group members are also routinely given training by the relevant department to improve group management, administration, and how the group can produce and promote production results in a good way.

With training and comparative studies carried out by group members, they can promote and sell goods using social media with an application called My Value, the abilities that the group has are gained through training activities provided by the relevant government which is facilitated

by the NGO itself, so that not only does economic achievement increase but in terms of education the group members also gain it.

c. Job opportunity sector

From the sector, group work opportunities also create job opportunities and profit opportunities for people who want to sell using a reseller system this system is used to expand and increase product sales branches, resellers are usually given a slightly cheaper price compared to the selling price, each reseller is usually given profit of 1-2 thousand rupiah per piece so that the job opportunities and profit opportunities provided by the group can be felt by people who want to become resellers to help sell the products they produce.

The reseller system is not only for people who sell online but this reseller system is also applied to people who want to take products and resell them on keys-keys, with the system implemented by the group will have an impact on the sales of products produced by the group, where every month there is an increase in the number of requests and the amount of production stock produced, so that the group work opportunity sector can also create job opportunities.

## DISCUSSION

### 1. Efforts by the Government to Support MSME Capital in Increasing Long-Term Business Success

a. Fisheries Department

In case This service fishery is structure highest, where group That Alone is built or assistance from service fishery especially For instructor fisheries in each sub-district, because group bujamatasa Alone moving in the field business processors and marketers results in sea or short with poklahsar, deep matter This service fishery Alone No Can support group in facet capital however, service fishery support with method give help tool production by what the group needs like spinner and tools grinder.

b. Department of Industry and Commerce

Industrial and service departments trading in matter This also plays a big role important for the development of commodities where is the production produced? in A results production before doing its marketing will be done testing worthy or not something product That will be marketed, so role service industry and trade in a matter This facilitates the group in publish permission production industry House ladder or PIRT and BPOM.

## Village government

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Non-governmental organizations (NGO) in this case played an important role in the initial formation of this group started from an initiation carried out by an NGO, fisheries instructors, the village government, and mothers of fishermen's wives in Tanjung Luar Village, from this initiation then agreed together so that precisely on March 16, 2020, this group was confirmed by the Village government and fisheries instructors through a village decree which was named the Bujamata group.

NGO itself support the activity group with the method of giving capital loan, providing a tool to help production in the form of spinners, frying pans, tools steamed, machine helper, and giving training For the development capacity of the member group, results in production or management from the group more increase for sustainability business long term, no only That from facet promotion of the NGO it self help promotion product group through *events, bazaars, Indonesian food, and others* so that product group Can compete and sell in the market. Management source power man no is an easy thing, this is because man is elements that are unique and have different characteristics from others (Muhammad, 2004).

## 2. Achievements of the Group in Supporting the Economic Sector, Education, and Job Opportunities Generated

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Approach economy means source power man often looks as a factor of production in business produces goods or services by units economy. On the other hand, the measured level of

well-being is from economic factors. Humans have an role important In successful businesses although available material is raw if no managed by humans, things the not useful (Sondang P. Siagian, 2010).

b. Education sector

From sector education naturally, the group is equipped with new skills and knowledge through training or development capacity and comparative studies carried out. Member groups are also routinely given training by the department concerned to increase management groups, administration, and how groups Can produce and promote results production in a good way.

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## CONCLUSION

Based on the results of research conducted about the Management of Human Resources in Improving the economy and Supporting Community Education Through UMKM activities in Tanjung Luar Village can be concluded that: *First*, there is collaboration and contribution made by the group with agency government or non- governmental support development group. *Second*, the impact carried out group in support sector economy and education viz group can create opportunity Work for people who want it Work The same with method sell product with system reseller.

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