

Human Resource Development Model in Small and Medium Enterprises Kemplang Crackers in Palembang City

Zaleha Trihandayani^{1*}, Fadhil Yamaly², Ahmad Dzaky Fawwaz³

^{1*,2,3}Faculty of Economics and Business, Muhammadiyah University Palembang, Indonesia

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ABSTRACT

Employees in small and medium enterprises of kemplang crackers in the city of Palembang are only directed to be able to work from skills that have been held informally and passed down from generation to generation so that the employees' working abilities are still simple or traditional. As a superior product, some kemplang crackers in Palembang are only able to survive in the local market and nationally, although a small part has penetrated the international market. Development style human resources in kemplang cracker small and medium businesses in Palembang City aims to improve the knowledge and skills of employees of small and medium kemplang cracker businesses in Palembang City so that employees work better and produce kemplang crackers of even better quality. Example: Taiwanese kemplang crackers are superior in the international market compared to Palembang kemplang crackers because they contain less water and the process of eating them is simpler. expected Kemplang crackers in Palembang City will not be left behind with the unique characteristics of employees' ability to process and manage kemplang crackers better in terms of knowledge, skills, and emotional intelligence. The research methodology used internally and externally is empirical-descriptive which is adequately obtained from research informants in the field (field research), and the research design used is conclusive, especially descriptive with a purposive sampling method. The findings from this research are a model of human resource development in small and medium businesses of kemplang crackers in Palembang City. The continuation of this research is research on developing a human resource development model in small and medium businesses kemplang crackers in Palembang City.

Corresponding Author:

Zaleha Trihandayani

Faculty of Economics and Business

Muhammadiyah University of Palembang, Indonesia

Email: ehakeko@gmail.com

1. INTRODUCTION

Indonesia's national economy is formed from the growth of large industries and small and medium industries (UKM), the existence of Small and Medium Enterprises (UKM) realized so big when see resilience national economy Which so big in several parts of the world because it is supported by the growth of small and medium businesses [10]. Economic uncertainty caused by changes in economic policy, limited employee ability to create and maintain product excellence, technological changes, increasing competitor strength, changes in people's tastes and people's decisions to invest regionally. Developments in investment behavior such as recruiting new employees, expanding investment to business partners, namely world trade, are carried out by SMEs, especially in Malaysia, Indonesia, India and Vietnam [1].

The activities carried out by business people to participate in advancing the economy both locally, nationally and internationally can be seen from the size of market activity in the area. Apart from that, the regional economic structure that is growing and developing will be weak if it is not supported by the strength of the small business structure. local medium-sized enterprises (SMEs), especially in promoting local wisdom products found in the area . The formation of a middle and lower level structure in the regional

economic structure is very important so that there is no inequality or Hollow Middle (void in the middle), namely medium and large businesses that are not supported by the development of small and medium businesses due to policy changes regarding economic conditions both nationally and internationally.

Current business management dealing with environmental conditions that constantly change from time to time due to the many changes that occur due to various factors quickly and dynamically, as well as SMEs with regional specialty products in an area experiencing various developments that occur including advances in science and technology, demands for changes in employee abilities in work, the occurrence of economic globalization, changes in market tastes, the increasing strength of competitors make business people, especially producers of regional specialty products, not feel isolated from the outside world [2].

It is hoped that the development of the establishment of shopping centers, both traditional markets and modern markets in each region, will not leave behind the superiority of products produced by small and medium industries in that region, at least regional specialty products will still have a place to compete in the market. local, national and global [11]. The human resource development factor in small and medium enterprises with regional specialty products is very necessary to increase the competency of each workforce for regional specialty products so that they are able to produce quality products and are able to meet market standards and tastes.

Human resource development in kemplang cracker product SMEs in Palembang City cannot only rely on the capabilities of the workforce that already exists so far. but It is necessary to increase the capabilities and skills of human resources so that they are of higher quality, the ability to use technological changes and the latest methods as well as increasing HR competency to innovate in SME development. According to Zuhaili it is time to change the shallow investment paradigm by exploiting natural resources, implementing minimum value added and cheap human resources or what is called natural resource driven economics. converted into deep investment by exploiting knowledge, making technological changes, as well as skillful and educated work forces or what is called innovation driven economics.

The city of Palembang is a metropolitan city trying to improve economic growth with anticipation of increasingly rapid trade flows due to the position or position of South Sumatra which is at the axis of development for new industrial countries such as: Taiwan, Malaysia, South Korea, Singapore and Thailand. Palembang as the capital of South Sumatra must be ready to seize this opportunity and be able to provide and grow representative shopping centers. Therefore, Palembang has unique products namely: pempek, kemplang crackers, songket and carved cupboards (DISPERINDAG, 2019). It is hoped that Palembang regional specialty products, especially kemplang crackers, can continue to exist or survive with their superiority as superior products in the local, national and international markets amidst the proliferation of products originating from abroad. regional and even foreign countries, of course, supported by professional human resources who have increased abilities and skills.

The progress of Palembang City as a Metropolitan City means that Palembang must be ready to become a trade destination for economic actors, both domestic and foreign. Business capabilities must continue to be improved, especially for the development of workers who come from the city of Palembang in particular, where the majority of them are engaged in the small and medium enterprise (UKM) sector, especially kemplang crackers. Apart from that, improving product quality and market expansion are also very important to pay attention to. through increasing the capabilities of the workforce.

People in the city of Palembang start kemplang cracker business activities using traditional methods that have been passed down from generation to generation, this is very different from where someone can become an entrepreneur abroad, such as in Germany, Malaysia, Japan or Korea. In general, someone can become an entrepreneur if they go through a prepared process. first through schools in the field of business or entrepreneurship [3]. If small and medium entrepreneurs have been prepared in such a way with their knowledge, skills or emotions, they can form better employee development to avoid various losses that can arise in terms of time, costs, development of personal creativity and the market [4].

Development employees of kemplang cracker small and medium businesses in Palembang City are still very limited due to various considerations including understanding of business development, business digitalization, product innovation, so that work implementation is only directed at being able to work from the available skills that have been obtained informally from generation to generation so that the ability to work the employees are still simple or traditional, as one of the superior products, small and medium businesses of kemplang crackers in Palembang City are only able to survive in the local market, although a small number have been able to penetrate the international market, such as kemplang crackers which are already sold in other countries. neighbors such as Malaysia (DISPERINDAG, 2019).

Development style human resources in small and medium businesses kemplang crackers in Palembang City are very necessary for employees of small and medium businesses kemplang crackers in Palembang City so that the abilities of kerupuk kemplang employees can continue to be improved especially knowledge, skills and emotional intelligence so that Palembang kemplang cracker products can continue to survive and even be able to compete with similar products originating from within the country and from abroad, such as Taiwanese kemplang crackers which are superior in the international market compared to Palembang kemplang crackers because they contain less water and a very practical frying process (DISPERINDAG, 2019). This will ensure that the kemplang cracker product in Palembang City will not be

abandoned by the public even though various similar products have come in from outside the region and even outside the country [9].

Small and Medium Enterprises of kemplang crackers through a human resource development model in Palembang City are carried out by analyzing employee knowledge and skills as well as emotional intelligence so that employees are able to position kemplang cracker products to be of higher quality on the one hand as well as to maintain the existence of employees who work in the small and medium enterprise sector [5]. Human resource development is carried out so that kemplang cracker products produced by the people of Palembang are not lost and lost to similar products originating from outside the region, as is the case with Asian products, for example tempeh which European communities can produce themselves, such as tempeh which So far we can get it from Cirebon, now there is a new tempeh product that comes from Canada [6]. Things like this certainly don't have to happen to kemplang cracker products in Palembang City.

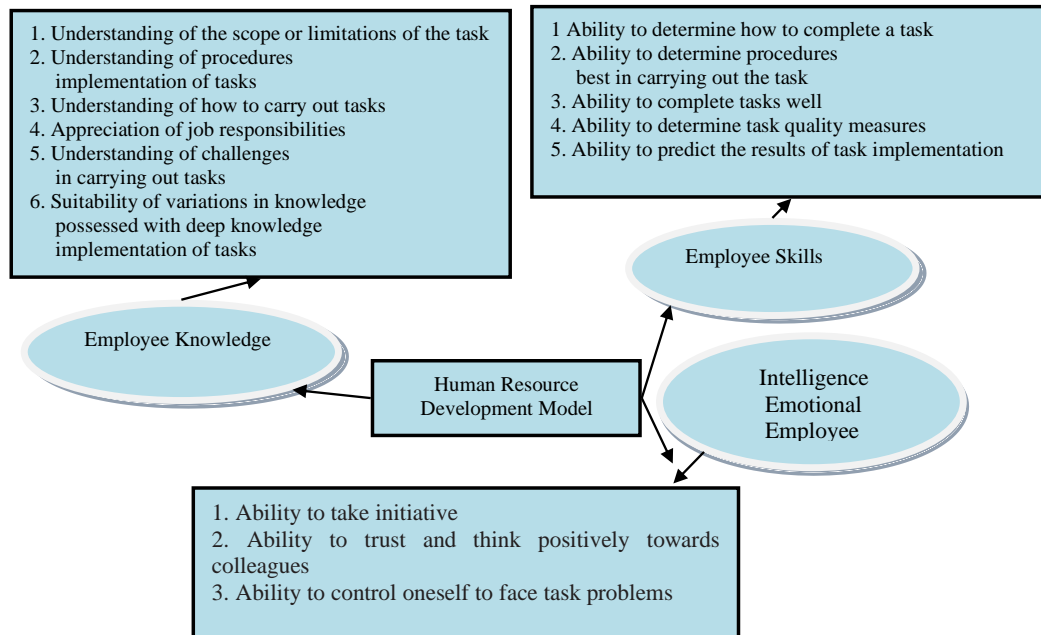


Figure 1. State of The Art

2. RESEARCH METHOD

This research is human resource management research which is planned to be carried out in one year, including: 1. Analysis of knowledge of employees of small and medium cracker kemplang businesses in Palembang City including: understanding of the scope of tasks, understanding of task implementation procedures, understanding of how to carry out tasks, appreciation of task responsibilities, understanding of challenges in carrying out tasks and suitability of knowledge possessed with knowledge in carrying out tasks. 2. Analyze the skills of employees of the kemplang cracker small and medium business in Palembang City, including the ability to determine how to complete a task, the ability to determine the best procedure for carrying out a task, the ability to complete a task, the ability to determine the best measure of the quality of a task that can be completed and the ability to predict the results of task implementation 3. Analysis of the emotional intelligence of employees of small and medium businesses Kemplang Crackers in Palembang City includes the ability to take initiative, the ability to always trust and think positively towards colleagues, high self-confidence, high desire to achieve, the ability to collaborate with colleagues, the ability to control oneself in dealing with problems tasks that are limited to the kemplang cracker business unit only.

Research materials in the form of human resource management materials which are conclusive in nature to provide information in reaching conclusions [8], analyzed descriptively and the results of the analysis are then interacted with research materials in the form of facts on the development of human resources in small and medium enterprises kemplang crackers which are empirical-descriptive which (has been) analyzed using qualitative analysis methods.

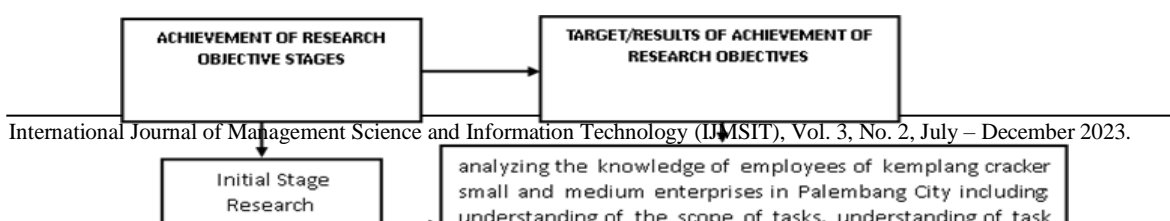


Figure 2. Human Resource Development Model Research Flow in Small and Medium Enterprises of Kemplang Crackers in Palembang City

3. RESULTS AND ANALYSIS

Based on the analysis of employee knowledge, employee skills and emotional intelligence of employees in small businesses of kemplang crackers in Palembang City, a Human Resources Development Model for Small and Medium Enterprises of Kemplang Crackers in Palembang City was formed.

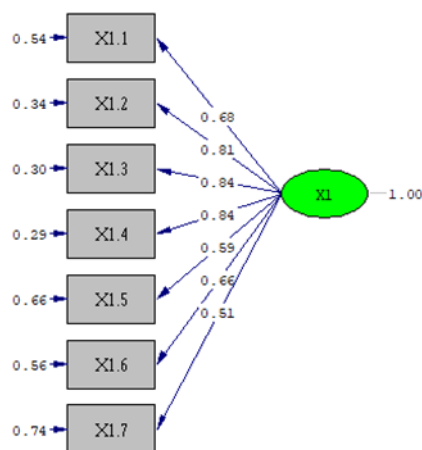


Figure 3. Data Analysis Results CFA X1

Table 1. Data Analysis Results CFA X1

VARIABLES	S. LOAD	S. LOAD ²	1-S. LOAD ²
X1.1	0.68	0.4524	0.5375
X1.2	0.81	0.6541	0.3437
X1.3	0.84	0.7054	0.2942
X1.4	0.84	0.7053	0.2941

X1.5	0.59	0.3471	0.6517
X1.6	0.66	0.4354	0.5642
X1.7	0.51	0.2603	0.7397
Amount	4.93	3.5715	3.4262
TOTAL^2	24.3028		
CR	0.87632		
VE	0.5103		

Analyzing the condition of knowledge possessed by employees of the kemplang cracker small and medium business in Palembang City, including: understanding of the scope of tasks, namely 0.68, understanding of the mechanisms or procedures for implementing each task, namely 0.81, employee understanding of how to carry out tasks, namely 0.84, employees' appreciation of their job responsibilities is 0.84, understanding of the magnitude of the challenges in carrying out their duties is 0.59 and suitability of their knowledge is 0.66 and suitability of knowledge in carrying out their duties is 0.51.

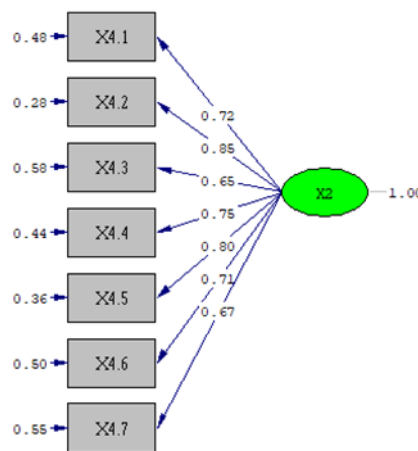


Figure 4. Data Analysis Results CFA X2

Table 2. Data Analysis Results CFA X2

VARIABLES	S. LOAD	S. LOAD^2	1-S. LOAD^2
X2.1	0.72	0.5173	0.4804
X2.2	0.85	0.7214	0.2756
X2.3	0.65	0.4252	0.5764
X2.4	0.75	0.5603	0.4383
X2.5	0.8	0.62	0.34
X2.6	0.71	0.5022	0.4947
X2.7	0.67	0.4476	0.5501
Amount	5.15	3.8178	3.1810
TOTAL^2	26.5237		
CR	0.892912		
VE	0.545535		

Increasing employee skills needs to be carried out for the employee development process. Analysis of employee skills, including the ability to determine how to complete tasks in the work implementation process, which is 0.72, the employee's ability to determine the best procedures, namely 0.85, the employee's skill in carrying out tasks is 0.65, the employee's ability to complete tasks is 0.75, the ability to determine the size of the task is 0.80, the ability to determine the quality of the task is 0.71 and the ability to predict the results of task implementation is 0.67.



Figure 5. Data Analysis Results CFA X3

Table 3. Data Analysis Results CFA X3

VARIABLES	S. LOAD	S. LOAD ²	1- S.LOAD ²
X3.1	0.81	0.6542	0.3428
X3.2	0.87	0.7575	0.2422
X3.3	0.75	0.5613	0.4364
X3.4	0.91	0.8270	0.1708
X3.5	0.64	0.4084	0.5912
X3.6	0.71	0.5032	0.4947
X3.7	0.71	0.5033	0.4938
Amount	5.4	4.2202	2.7763
TOTAL ²	29.14		
CR	0.913010		
VE	0.603045		

Employee development is carried out by analyzing employee emotional intelligence, including: employee's ability to take initiative in the process of carrying out tasks, namely 0.81, ability to always believe in the abilities of colleagues, 0.87, employees think positively towards colleagues, namely 0.75, high self-confidence in completing work is 0.91, the desire to excel in carrying out work is 0.64, the ability to work well with colleagues is 0.71, the ability to control oneself in facing task problems in completing work is 0.71.

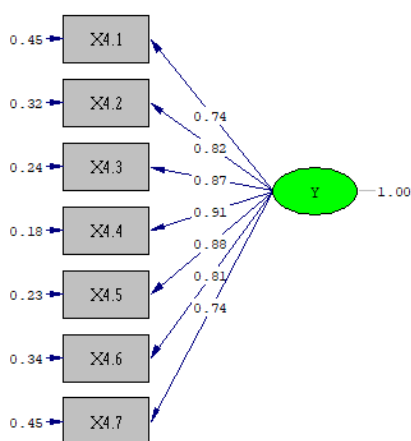


Figure 6. Data Analysis Results CFA Y

Table 4. Data Analysis Results CFA Y

VARIABLES	S. LOAD	S. LOAD ²	1- S.LOAD ²
Y.1	0.74	0.5454	0.4524

Y.2	0.82	0.6712	0.3256
Y.3	0.87	0.7557	0.2420
Y.4	0.91	0.8270	0.1707
Y.5	0.88	0.7732	0.2245
Y.6	0.81	0.6550	0.3437
Y.7	0.74	0.5464	0.4512
Amount	5.77	4.7820	2.2154
TOTAL^2	33.2917		
CR	0.937554		
VE	0.6831		

The knowledge of employees of kemplang cracker small and medium enterprises in Palembang City includes: understanding the scope of tasks, understanding procedures for carrying out tasks, understanding how to carry out tasks, appreciation of task responsibilities, understanding challenges in carrying out tasks and matching the knowledge possessed with knowledge in implementation task. Employee skills, including the ability to determine how to complete a task, the ability to determine the best procedure for carrying out a task, the ability to complete a task well, the ability to determine the best measure of task quality and can be completed with the ability to predict the results of task implementation. Employee emotional intelligence includes: the ability to take initiative, the ability to always trust and think positively towards colleagues, high self-confidence, high desire to achieve, the ability to collaborate with colleagues, the ability to control oneself in facing task problems.

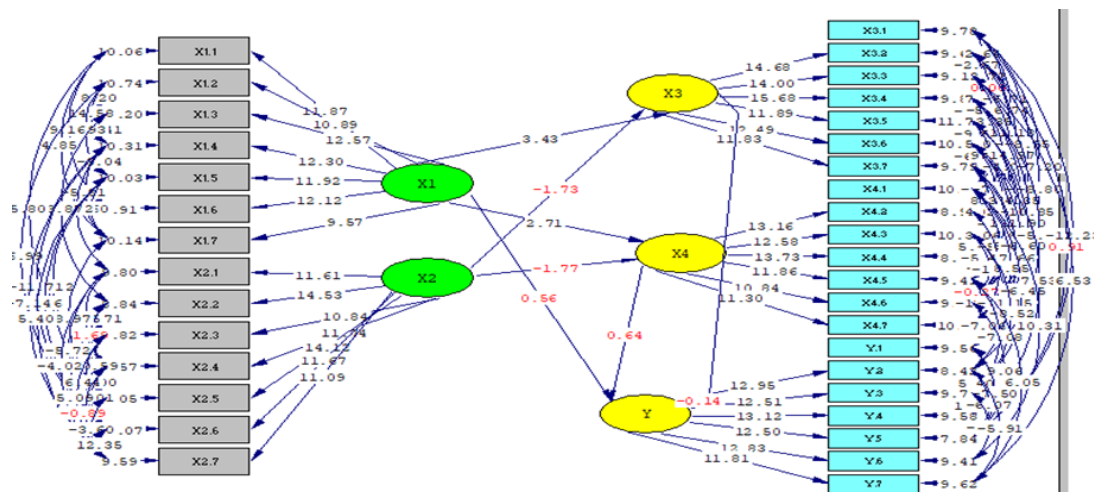


Figure 7. Human Resources Development Model in Small and Medium Enterprises Kerupuk Kemplang in Palembang City

Structural Equations

Based on the results of the analysis, the following structural equation is obtained

Substructural equations

$$X3 = 1.47 \cdot X1 - 0.72 \cdot X2, \text{Errorvar.} = -0.0023, R^2 = 1.02$$

(0.43) (0.43) (0.013)

4.43 -1.71 -0.15

$$X2 = 1.78 \cdot X1 - 1.06 \cdot X2, \text{Errorvar.} = 0.017, R^2 = 0.86$$

(0.66) (0.63) (0.021)

3.70 -1.75 0.88

Structural equations

$$Y = -0.28 \cdot X3 + 0.51 \cdot X1 + 0.094 \cdot X2, \text{Errorvar.} = 0.12, R^2 = 0.73$$

(2.01) (0.93) (0.83) (0.012)

-0.24 0.54 0.56

From the equation above, then:

- a. Human resource development is directly influenced by employee knowledge in a positive and significant way, while the company's emotional intelligence variable has no significant effect.
- b. knowledge is directly influenced by employee skills positively and significantly, while the emotional intelligence variable has no significant effect.
- c. Employee skills are directly influenced by employee emotional intelligence and employee knowledge in a positive and insignificant way. Meanwhile, the employee emotional intelligence variable has a negative and insignificant effect. Indirectly, the company's knowledge and skills variables have no effect.

4. CONCLUSION

- a. Employee development is directly influenced by employee knowledge positively and significantly, while the emotional intelligence variable has no significant effect.
- b. knowledge is directly influenced by employee skills positively and significantly, while the employee emotional intelligence variable has no significant effect.
- c. skills are directly influenced by employee emotional intelligence, while the employee emotional intelligence variable has a negative and insignificant effect. Indirectly, employee knowledge and skills variables have no effect.

In the Human Resources Development Model for Small and Medium Enterprises Kerupuk Kemplang in Palembang City, what needs to be improved is employee knowledge, employee skills and employee emotional intelligence.

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