

ECONOMIC EMPOWERMENT THROUGH SUPERIOR HR MANAGEMENT FOR THE COMMUNITY IN EAST CIPUTAT DISTRICT, SOUTH TANGERANG

Usmar USMAR¹, Yudhistira ADWIMURTI², Hendi PRIHANTO³, Islamiah KAMIL⁴, Selfiani SELFIANI⁵
^{1,2,3,5} *Prof. Dr. Moestopo (Beragama) University*
⁴ *Dian Nusantara University*
**usmar1504@dsn.moestopo.ac.id*

ABSTRACT

Ciputat Timur District, South Tangerang is an area that has not received optimal attention in efforts to empower its community. This lack of empowerment efforts has a negative impact on the level of welfare of the people in the area. Some of the obstacles faced by the people of Ciputat Timur District, South Tangerang include the low skills of Human Resources (HR) involved in home industry businesses, production processes that are still simple without implementing good manufacturing product standards, unattractive product packaging, and a lack of knowledge in managing business finance. In order to overcome these problems, the main aim of this activity is to increase the competency and creativity of human resources in home industry entrepreneurs in East Ciputat District, South Tangerang. Collaboration was carried out between the Faculty of Economics and Business, Prof. Dr. Moestopo (Religious) with FEB Muhammadiyah University Jakarta (UMJ) and Faculty of Business and Social Sciences Dian Nusantara University (FBIS UNDIRA). The method applied involves several stages, starting with socialization through Forum Group Discussions (FGD) with the community, followed by the implementation of training to improve the quality of human resources in aspects of entrepreneurial motivation, production processes and business financial management. The results of this activity show an increase in the competency of home industry business actors in East Ciputat District, South Tangerang. This includes increasing entrepreneurial motivation, improving the quality of production processes, and increasing business financial management capabilities.

Keywords: Empowerment, competence, business actors, home industry

1. INTRODUCTION

East Ciputat District, located in South Tangerang, is an area rich in economic potential and human resources. However, most people in this region still face challenges in optimizing their economic potential. The existence of unequal access and suboptimal management of human resources (HR) is the main factor limiting economic progress in this community. Superior and skilled Human Resources (HR) are the main key in increasing the productivity and economic competitiveness of a region. In East Ciputat District, there is still a skills and knowledge gap among the community. Many individuals have great potential, but lack the opportunity to develop themselves due to limited access to education and training. Economic empowerment through superior human resource management is the right solution to improve the standard of living of the people in East Ciputat District. By providing wider access to education, skills training and career development, communities can produce human resources who are more resilient and ready to compete in an increasingly complex job market. Natural resources and local economic potential need to be integrated in this empowerment effort. Utilization of local natural resources can be a basis for developing micro and small businesses, creating new jobs, and stimulating sustainable local economic growth. Concrete steps, such as organizing entrepreneurship training, mentoring micro businesses, and developing local cooperatives, can help strengthen the economic ecosystem in East Ciputat District. Support from local governments, educational institutions and the private sector is the key to success in creating an environment that supports the development of superior human resources and a sustainable economy.

The phenomenon of empowering superior Human Resources (HR) is in the spotlight in the development of modern society. HR empowerment is no longer just a concept, but a movement that creates positive transformations in the lives of individuals and communities. Superior HR does not only refer to technical skills, but also to aspects of personality, creativity and adaptability. Implementing superior human resource empowerment involves various concrete steps. One of them is the provision of education and training that is relevant to the needs of the job market. These programs not only focus on improving technical skills, but also on developing soft skills such as leadership, creativity, and communication

skills. In the context of industry 4.0, technology is an integral part of HR empowerment. Digital training and the introduction of the latest technologies provide individuals with the ability to compete in an ever-changing environment. Innovation and adaptability are the keys to facing challenges and opportunities in this era of globalization. The involvement of the private sector and local government is also an important element in empowering human resources. Partnership programs between industry and educational or training institutions help ensure that the skills taught are in line with the needs of the world of work. HR empowerment also includes aspects of welfare and mental health. Employee wellness programs, psychological support, and promotion of work-life balance are part of a holistic empowerment strategy. (ILO, 2020)

The condition of the people in coastal areas has a relatively low economic level, where in the west season, some fishermen do not go to sea and most of them only depend on fish in the sea for their livelihood. Considering the above, it is necessary to make efforts to develop alternative livelihoods as one of the methods that must be prioritized (Kristiyanti Major, KPN and JI, 2016).

Based on the results of observations, the main problems that will be sought solutions through this activity or program include:

- a. Efforts to empower fishing communities to improve welfare based on the creative economy
- b. Resource development (community) does not only require physical resources, but also non-physical resources including knowledge, skills and an attitude of independence for the community can be carried out through community empowerment activities by creating business opportunities for the community.
- c. Efforts need to be made to develop alternative livelihoods as one method that must be prioritized

Solutions that can be provided for business actors' priority problems In East Ciputat District, South Tangerang among others:

1. The village community will be given a short lecture about Socialization about the importance of community empowerment
2. The public will be given knowledge Superior HR Empowerment
3. The public will be given knowledge about sharia banking products
4. Society will be given Skills Development provides technology introduction and technical skills training, home industry business management, production processes by paying attention to health/hygienic aspects, as well as financial management of home industry businesses.

2. METHOD

The implementation method for this activity is as follows:

1. Socialization: Socialization activities are carried out in the form of a joint Forum Group Discussion (FGD). East Ciputat District, South Tangerang, community leaders, business actors and other stakeholders about the importance of community empowerment.
2. Empowerment: Training to improve the quality of human resources for home industry business actors by involving Faculty of Economics and Business, University of Prof. Dr. Moestopo (Religious) with FEB Muhammadiyah University Jakarta (UMJ) and Faculty of Business and Social Sciences, Dian Nusantara University (FBIS UNDIRA).. Training materials include building and exploring one's potential in order to be able to manage business optimally, organize business financial administration. According to (Sugartiningsih et al., 2022) the quality of Human Resources is an important factor that determines the progress of a country.
3. Skills Development: providing technology introduction and technical skills training, home industry business management, production processes by paying attention to health/hygienic aspects, as well as home industry business financial management.
4. Evaluation: Together Faculty of Economics and Business, University of Prof. Dr. Moestopo (Beragama) with FEB Muhammadiyah University Jakarta (UMJ) and Faculty of Business and Social Sciences Dian Nusantara University (FBIS UNDIRA). conducted an evaluation of partner performance in terms of business management,

production processes and business financial management. Evaluation is carried out using interview instruments and looking at the impact of PKM activities so that the level of achievement of PKM activities can be known.

3. RESULTS AND DISCUSSION

Community empowerment aims to improve the standard of living of the community, especially DiEast Ciputat District, South Tangerang which was attended by partners, namely home industry entrepreneurs managed by housewives. This community service activity begins by conducting a survey regarding the potential that exists in East Ciputat District, South Tangerang.

a. Partner Needs Identification Stage

1) Identify partner needs

Identifying partner needs is the initial stage which aims to find out the most urgent partner needs in order to help solve the problems faced by home industry businesses in DiEast Ciputat District, South Tangerang. Identification of partner needs is reviewed from several aspects including, HR capability aspects, production aspects, business financial management aspects, and marketing aspects.



Figure 1. PKM activities

2) Partnership Coordination

To support the smooth implementation of Community Service, we coordinate with the local government, in this case the Head of the sub-district head. East Ciputat District, South Tangerang. At the meeting we discussed several stages that we would carry out during the community service program.

3) Socialization of Activities

Socialization activities were carried out in the form of a Forum Group Discussion (FGD) with the Village Government, Muhammadiyah Youth Organization, home industry business actors and other stakeholders. In this socialization activity, the objectives of implementing PKM, the duties and responsibilities of the Team, the rights and obligations of partners were explained. Apart from this, an explanation was given about the importance of empowering fishing communities based on a creative economy and explained partnership patterns.

In another session with the Community Service Team, Faculty of Economics and Business, Prof. Dr. Moestopo (Religious) with FEB Muhammadiyah University Jakarta (UMJ) and Faculty of Business and Social Sciences Dian Nusantara University (FBIS UNDIRA). explained the program being implemented. The fishing community empowerment program is expected to have a significant impact in improving business management for business actors in East Ciputat District, South Tangerang.



Figure 4. Forum Group Discussion (FGD) activities

b. Empowerment Stage

The empowerment stage for home industry business managers is carried out through several training stages. Training methods are provided in the form of sharing, practice, demonstration and discussion methods. Some training materials are distributed to partners.

1) Entrepreneurial Motivation Training

The success of a business is largely determined by Human Resources or business managers. Therefore, material is provided about entrepreneurship motivation in order to generate maximum profits. Work motivation material is presented by resource persons who have competence in the field of Human Resources Management. In the digital era, human resources have become a very important element to create competitive advantage and efficiency in every organization or company (Sugiat, 2020).

2) Production process management training

Production process management training by providing technical skills for managing home industry businesses, production processes by paying attention to cleanliness/hygienic aspects and how to package products to make them more attractive to consumers. Product packaging is labeled with an attractive design so that the appearance of the packaging can increase the product's competitiveness.

3) Business Financial Management Training

One aspect that is very important for the progress of a business is the aspect of financial management (Fatwitawati, 2018). In the business financial management training, the resource persons provided material related to how to manage home industry business finances. In this training, partners are provided with knowledge on how to make simple business financial bookkeeping. Partners are given equipment in the form of a cash book which can be used to record business finances. It is hoped that partners will be able to prepare financial reports, even if they are simple.

4) Activity Evaluation

It is realized that to ensure that the implementation of PKM activities runs according to the plans and objectives of the activities, an evaluation is carried out on all stages of implementing PKM activities, including evaluating partner activities and helping to solve problems that may arise during the implementation of activities. Based on interviews we conducted with partners and observing partner activities, it shows that the PKM activities carried out have had a significant impact on partners. Partners have increased competence both in terms of knowledge and skills in managing the business.

4. CONCLUSIONS

Community Empowerment Activities through increasing competency for home industry business managers in East Ciputat District, South Tangerang, has been carried out well. Motivation for entrepreneurship in society in East Ciputat District, South Tangerang experienced an increase after realizing their own potential and the potential of the village, although mentoring efforts still need to be sustainable. The high level of participation of home industry business partners is something that really helps the smoothness and success of the PKM program. Partners realize that hygiene production process training is very useful and provides additional knowledge, especially in aspects of how to package products that are attractive to consumers. Production process equipment is still minimal and simple, production equipment needs to be improved so that the production process runs better and production quantity increases. The partners participated in financial management training well, so that the partners were able to fill in the financial books that had been provided themselves.

5. REFERENCES

- World Bank. (2019). "Investing in People: Sustaining Progress in Health and Education." Source
- ILO (International Labor Organization). (2020). "Skills for a Resilient Youth in the Era of COVID-19 and Beyond." Source
- OECD (Organization for Economic Co-operation and Development). (2018). "The Future of Education and Skills: Education 2030." Source
- Fatwitawati, R. (2018) 'Financial Management for Micro, Small and Medium Enterprises (MSMEs) in Airputih Village, Tampan District, Pekanbaru City', Sembadha: Seminar on Results of Community Service, pp. 225–229.
- Hajar, S. et al. (2018) 'Coastal Community Empowerment and Participation'. Edited by S. Hani, pp. 1–69. Available at: https://books.google.co.id/books?id=tv19DwAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false (Accessed: 31 October 2021).
- Kristiyanti Major KPN, M. and Ji, S. (2016) 'Empowerment of Coastal Communities Through the Iczm (Integrated Coastal Zone Management) Approach', Unisbank National Multi-Disciplinary Seminar 2016, (180), p. 50199. doi:10.0/CSS/ALL.CSS.

- Ma'arif, R. et al. (2016) 'Empowerment of Fishing Communities through the Development of Capture Fisheries in Majakerta Village, Indramayu, West Java', *Agrokreatif Scientific Journal of Community Service*, 2(1), p. 17. doi:10.29244/agrokreatif.2.1.17- 24.
- Retnaningtyas, YMS. A., Rosyidi, VASF. A. and Wulandari, GASE. MM (2015) 'IbM FARMER FISH CATFISH'. Available at: <http://repository.unej.ac.id/handle/123456789/64893> (Accessed: 31 October 2021).
- Sugiartiningsih et al. (2022) 'Creation of quality human resources at early childhood through creativity in educational tourism for mothers and children', 3(September), pp. 1–11. ugiat, MA (2020) 'Development of Superior Human Resources Based on Collaborative Strategic Management', *Sultanist: Journal of Management and Finance*, 8(1), pp. 1–9. doi:10.37403/SULTANIST.V8I1.175.
- Windsai, Said, MM and Hayat (2021) 'The Role of Regional Government in Empowering Fishermen's Communities (Case Study of the Masalembu Islands, Sumenep Regency)', *JIP (Journal of Research Innovation)*, 2(3), pp. 793–804.