

IMPLEMENTATION OF A EXCELLENT HUMAN RESOURCES MANAGEMENT PROGRAM IN ENCOURAGING SHARIA ECONOMIC GROWTH AND EXPORTS IN SOUTH TANGERANG

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ABSTRACT

South Tangerang is a city in Indonesia that has great economic potential, especially in the sharia economic and export sectors. However, to develop this sector, serious and integrated efforts are needed from various parties. One effort that can be made is to implement a excellent human resource management (HR) program. There are several problems that need to be overcome, such as a lack of understanding of excellent human resource management, a lack of quality human resources, and a lack of support from the government and society. Therefore, serious and integrated efforts are needed from various parties to overcome this problem and encourage the implementation of excellent HR management programs. Increasing sharia financial literacy: This PKM is carried out with the theme "Economic Empowerment Through Excellent HR Management, Literacy. Development of human resources that quality Increased exports Increased sharia financial literacy Development of quality human resources Increased exports Increased skills and knowledge of business actors Increased networking and collaboration Increased awareness of the importance of the creative economy Through increased literacy, understanding of sharia finance, excellent human resource management, and understanding of exports and imports, It is hoped that local business actors can achieve better growth and have a positive impact on local communities. In a broader context, this PKM activity also shows the important role of universities in supporting the development of the creative economy at the local level. By holding activities such as PKM, universities can help local business actors improve their quality and competitiveness, as well as encourage economic growth in the region.

Keywords: HRM, SHARIA ECONOMIC, EXPORTS

1. INTRODUCTION

South Tangerang is a city in Indonesia that has great economic potential, especially in the sharia economic and export sectors. However, to develop this sector, serious and integrated efforts are needed from various parties. One effort that can be made is to implement a excellent human resource management (HR) program.

Sharia economic development and increasing exports are an important focus in efforts to improve community welfare, especially in the South Tangerang area. The application of sharia economic principles in the export context requires excellent human resources (HR) who are knowledgeable in aspects of sharia economics and sharia financial literacy. However, the reality faced is the lack of human resources who have a deep understanding of sharia economics in this region.

Implementing a excellent HR management program is not easy and there are several problems that need to be overcome, such as a lack of understanding of excellent HR management, a lack of quality human resources, and a lack of support from the government and society. Therefore, research and development of excellent HR management programs are needed that can help encourage sharia economic growth and exports in South Tangerang.

Excellent human resource (HR) management is an important factor in encouraging economic growth in a region. This also applies in the context of sharia economics and exports in South Tangerang. As a city that has great economic potential, South Tangerang has challenges in developing the sharia economic sector and increasing exports. One way to overcome these challenges is to implement a excellent HR management program.

However, implementing a excellent HR management program is not easy. There are several problems that need to be overcome, such as a lack of understanding of excellent human resource management, a lack of quality human resources, and a lack of support from the government and society. Therefore, serious and integrated efforts are needed

from various parties to overcome this problem and encourage the implementation of excellent HR management programs.

In this context, the problem faced is how to implement a excellent HR management program to support sharia economic growth and exports in South Tangerang. How to ensure that human resources have adequate sharia financial literacy to support the sharia economy and sustainable exports.

This writing aims to investigate and explore strategies and steps that can be taken in implementing a excellent HR management program in encouraging sharia economic growth and exports in South Tangerang. The main objective is to provide practical guidance and effective solutions to stakeholders in the region.

2. METHOD

There are several methods used during community service (PKM), namely:

1. Increasing sharia financial literacy: This PKM was carried out with the theme "Economic Empowerment Through Excellent Human Resource Management, Sharia Financial Literacy, and Exports for creative economy entrepreneurs in the East Ciputat sub-district, South Tangerang." One of the sessions in this PKM discussed sharia financial literacy presented by Dr. Luqman Hakim, S.E., Ak., M.Si., as Dean of FEB UMJ. The aim of this session is to increase understanding of sharia financial concepts for business actors, and how these principles can be applied to manage finances more wisely and sustainably.
2. Development of quality human resources: This PKM also discusses excellent human resource (HR) management in creative economy businesses. This session was delivered by Mrs. Diana Hasan, S.E., M.M., a lecturer at FEB UMJ. The aim of this session is to highlight how quality human resources can be a valuable asset for MSMEs in achieving growth and sustainability.
3. Increasing exports: This PKM also discusses exports and imports which was conveyed by Dr. Hendi Prihanto, S.E., M.Ak., Deputy Dean I FEB UPDM (B), and Mr. Yudhistira Adwimurti, S.E., M.Si., as Head of the Quality Assurance Center FEB UPDM (B). The aim of this session is to provide a broad view of the opportunities and challenges of trading in global markets, as well as providing practical guidance on how to effectively manage the export and import process.

Through this PKM, it is hoped that local business actors will be increasingly able to compete in an increasingly global market and encourage creative economic growth in the region.

3. RESULTS AND DISCUSSION

These PKM activities have provided positive results, including:

1. Increased sharia financial literacy: PKM participants gain a better understanding of sharia financial concepts and how these principles can be applied to manage finances more wisely and sustainably. This is expected to help business actors manage their finances more effectively.
2. Development of quality human resources: PKM participants also gain a better understanding of the importance of excellent human resource (HR) management in creative economy businesses. This is expected to help business actors improve the quality of their human resources and achieve better growth.
3. Increased exports: PKM participants also gain a better understanding of the opportunities and challenges of trading in global markets, as well as how to manage the export and import process effectively. This is expected to help business actors increase their exports and expand export markets.
4. Improve the skills and knowledge of business actors: PKM participants have the opportunity to learn from experts and practitioners in the creative economy sector, so that they can improve their skills and knowledge in managing their businesses.
5. Increase networking and collaboration: This PKM activity also provides opportunities for business actors to meet and interact with fellow business actors, as well as with experts and practitioners in the creative economy sector. This can help them build stronger networks and collaborations.
6. Increase awareness about the importance of the creative economy: This PKM activity can also increase public awareness about the importance of the creative economy in encouraging economic growth and creating jobs. This can help in building stronger support from the community and government for the development of the creative economy in the region.

Thus, this PKM activity has a positive impact on business actors and the local community, and shows the important role of universities in supporting the development of the creative economy at the local level.

Through this PKM activity, it is hoped that local business actors will be increasingly able to compete in an increasingly global market and encourage creative economic growth in the region. By increasing literacy, understanding sharia finance, excellent human resource management, and understanding about imports and exports, it is hoped that local business actors can achieve better growth and have a positive impact on local communities. The documentation for the PKM event is as follows:







4. CONCLUSION

This PKM activity also shows the commitment of the Faculty of Economics and Business, Prof. Dr. Moestopo (Religious), FEB Muhammadiyah University Jakarta (UMJ), and the East Ciputat District Office in supporting the development of the creative economy in the region. By increasing literacy, understanding sharia finance, excellent human resource management, and understanding exports and imports, it is hoped that local business actors can achieve better growth and have a positive impact on local communities. In a broader context, this PKM activity also shows the importance of the role universities in supporting the development of the creative economy at the local level. By holding activities such as PKM, universities can help local business actors improve their quality and competitiveness, as well as encourage economic growth in the region.

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