

ENHANCING HUMAN RESOURCE COMPETENCIES TO IMPROVE THE PERFORMANCE OF MICRO, SMALL, AND MEDIUM ENTERPRISES IN MERUYA UTARA

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ABSTRACT

This article presents the activity of a community service initiative aimed at enhancing human resource competencies to improve the performance of Micro, Small, and Medium Enterprises (MSMEs) in Meruya Utara, West Jakarta. The program, themed "Achieving Business Sustainability and Environmental Sustainability," was conducted by a team from Universitas Mercu Buana and focused on innovative learning methodologies that emphasize participant engagement and experiential learning. The initiative included a series of workshops covering essential topics such as financial literacy, digital marketing strategies, and green entrepreneurship, aimed at fostering sustainable business practices among local MSME actor. The results indicated a positive response from participants, who demonstrated increased knowledge and understanding of business sustainability concepts. Despite some challenges, including limited technological knowledge and infrastructure access, the program successfully motivated participants to adopt sustainable practices and improve their business operations. This initiative not only contributes to the local economy but also aligns with the Sustainable Development Goals (SDGs) by promoting responsible consumption and production patterns.

Keywords: community service, human resources, meruya utara, msme performance

INTRODUCTION

According to Law No. 20 of 2008, MSMEs are trade businesses managed by individuals that refer to productive economic businesses with criteria set out in the Law. Meanwhile, according to M. Kwartono, the definition of MSMEs is the economic activities of people who have a maximum net worth of IDR 200,000,000, - where the land and building of the place of business are not considered. Or those who have an annual sales turnover of at most Rp1,000,000,000, - and belong to Indonesian citizens.

Meruya Utara has a community activity center, one of whose programs is the development of MSMEs. Currently, MSMEs in Meruya Utara are experiencing many problems such as decreased sales, capitalization, obstructed distribution, raw material difficulties, decreased production and reduced human resources. Many factors cause these conditions. One of the things that causes the lack of performance of MSMEs in North Meruya is the lack of understanding in sustainable MSME management. In addition, the government is currently actively encouraging a green economy where MSMEs must also adjust to survive and compete.

Therefore, it is necessary to make efforts to improve the performance of MSMEs in Meruya Utara, one of which is through a sustainable and environmentally sound MSME HR competency acceleration program. Based on these problems, the Faculty of Economics and Business of Mercu Buana University in collaboration with Meruya Utara seeks to educate MSME groups in preparing for business readiness and sustainability through socialization and counseling activities to strengthen models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.

Meruya Utara Urban has excellent facilities to serve as a center for community activities, one of which is the development of MSMEs. However, the performance of MSMEs in Meruya Utara urban is not good enough as seen from the unsustainable development of MSMEs. This is due to, among others, the management of MSME human resources that are not environmentally sound. The main objectives of this Community Service activity are to provide education and training to residents of Meruya Utara, West Jakarta, namely: i) raising community awareness of the importance of business sustainability; ii) increasing community knowledge about sustainable MSMEs that are environmentally sound; iii) increasing community understanding of sustainable HR management for MSME performance.

Priority Issues

Meruya Utara Urban has a child-friendly integrated public space (RPTRA) with complete facilities that also functions as a center for MSME development for the local community. Quite a lot of people in this kelurahan have MSMEs but they are not developed enough. The non-development of MSMEs can be caused by many factors, one of which is the cause of the non-development of MSMEs in North Meruya is due to the lack of understanding of MSME actors for the management of human resources that play a role in the development of MSMEs. Moreover, the government is currently working hard to encourage the realization of SDG's so that all aspects of community life need to be linked to environmental sustainability.

The current problem faced by residents of Meruya Utara urban is the lack of understanding of sustainable and environmentally sound MSME human resource management. Meruya Utara Urban has considerable potential to develop MSMEs owned by its residents because of the facilities owned by the local RPTRA which can become a center for developing MSMEs for residents. Moreover, the RPTRA itself already has initiated programs that encourage the growth of sustainable and environmentally sound MSMEs such as the "Green Mart" which will become a center for commodities produced and can be sold from local MSMEs.

However, Meruya Utara does not have enough enrichment of knowledge and insight in managing MSME human resources that are sustainable and environmentally sound. Therefore, Universitas Mercu Buana collaborates with Meruya Utara to conduct socialization and counseling on strengthening models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara. With this activity, it is hoped that MSMEs, both those already owned by residents and those that will be formed by Meruya Utara, can develop and be sustainable with the principle of environmental insight.

The solution offered for the problems faced by partners is the acceleration of HR competency development to develop a more complete and comprehensive understanding for community members in Meruya Utara as follows:

1. Encourage the community to become a motivator for environmentally sustainable MSMEs.
2. Realizing the ability and stability of entrepreneurs to support sustainable development goals (SDG's)
3. Cultivate a spirit of entrepreneurial attitudes, behaviors and abilities among the community that is capable, reliable and superior.
4. Foster a strong and resilient entrepreneurial awareness and orientation towards the participants and the community.
5. Provide an understanding of human resource management in supporting business sustainability.

METHOD

The method of implementing community service in Meruya Utara is to provide socialization or counseling on strengthening models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.

Table 1. Implementation method

No.	Preparation stage
1.	Initial Survey and signing of partner letter
2.	Identification of data needed for socialization and counseling activities to strengthen models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.
3.	Preparing equipment and materials to support socialization and counseling activities on strengthening models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.
Implementation stage	
1.	Carrying out socialization and counseling on strengthening models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.
2.	Documenting socialization and counseling activities to strengthen models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.
Monitoring Phase	

1.	Monitoring the implementation of the strengthening of the Human Resources Competency Acceleration model for Resident MSMEs in Meruya Utara.
Evaluation Stage	
1.	Prepare publications and reports on socialization and counseling activities to strengthen models and mechanisms in the MSME sector with the theme Accelerating Human Resource Competencies in Improving MSME Performance in Meruya Utara.

RESULTS AND DISCUSSION

Activity Implementation

The theme of Team 9's Community Service, namely "Achieving Business Sustainability and Environmental Sustainability: viewed from various management perspectives", is packaged in innovative learning that is carried out using Learning *Methodology*, a learning approach method that emphasizes participant participation based on experience, stimuli and participant responses to these stimuli. That the success of the implementation will only be achieved if participants have the sincerity to understand and change for the better in all respects, especially in building communication between MSME actors. For this reason, socialization is presented through the *knowledge* aspect, with the delivery of material (*classical*). Acceleration of Human Resources Competencies in Improving the Performance of MSMEs in Meruya Utara was held on January 16, 2024, in the Meruya Utara Environment RPTRA Nusa Indah, West Jakarta.

Activity Results

In this Community Service, our team is more focused on understanding how to achieve business sustainability and environmental sustainability in MSME groups in the Meruya Utara, West Jakarta. Instrument making activities are carried out by dividing tasks according to the person in charge of the activity. The training began with socialization. Socialization aims to motivate partners to be willing to take part in the training from start to finish and explain the benefits of the program. Partners were also given insight into the importance of preserving the environment. Partners were motivated to participate in preserving the environment. Partners were enthusiastic to listen to the socialization by actively asking questions about the training material.



Figure 1. Socialization of Green Economy

This service activity was attended by youth organizations and MSME actors in the Meruya Utara. The initial material was the socialization of financial literacy to develop environmentally sound businesses. Participants gave examples of green businesses that could be run. The second material presented was related to digital marketing strategies through social media to increase the visibility and success of Urban Community businesses. The third material related to the development of marketing plans in building green management-based start-up entrepreneurship. Before starting the delivery of the material, the speaker first asked questions as a pre-test. The pre-

test questions were given to determine the extent of the participants' knowledge and understanding of business sustainability and environmental sustainability. The questions given included whether the participants already a green business had, how to start a green business, how to promote the green business being run, and what media were effective for introducing and marketing the green business products being run. The pre-test answers from the participants averaged that no one had run a green business. This was the background for the participants to take part in this training activity. Figure 1. Activity documentation, 2024

The next material given to participants was related to the circular economy. The interest of the participants was evident with several questions addressed to the presenters regarding business sustainability. Participants also provided examples of green businesses that could be developed. The presenters also gave examples of green businesses that have good opportunities and green product marketing media using social media for promotion. The next material was about financial literacy to create competitiveness for budding entrepreneurs. This session began with a review of the material that had previously been given. It turned out that the participants could clearly remember the important things that could be taken from the previous materials.



Figure 2. Activity documentation, 2024

The next material discusses how to prepare financial reports and MSME administration to meet credit requirements. Furthermore, material was presented on the implementation of QRIS to improve the sustainability of MSMEs, followed by material on accelerating the competence of MSME human resources to improve the performance of MSMEs, then material on green entrepreneurship as an innovative solution for environmental sustainability, and the last material was presented on developing human resource competencies with technopreneurship character. The last session of this service activity was a question-and-answer session. Here the participants actively asked questions related to interest literacy, social media, and the development of MSME HR competencies. After the question-and-answer session was over, the speaker gave a post-test, to measure the level of acceptance and understanding of the participants during this training activity. From the post-test results, participants already have green business ideas that can be run, enrich financial literacy, and how to improve green HR competencies, and participants also know tips and tricks for utilizing *online* media to market products.



Figure 3. The Participants

In the implementation of this activity, the service team did not experience many significant obstacles. This is because this activity was carried out in the community of MSME actor in Meruya Utara with a significant educational background. The response from the participants of this activity was very good where they could attend on time and participate in the activity according to the predetermined time. The driving factor that influenced the smooth implementation of this activity was the participants' desire to gain knowledge and understanding. The relevance of this activity can introduce and increase the knowledge and understanding of the community managing MSMEs in Meruya Utara.

CONCLUSION

The community service initiative successfully enhanced the competencies of MSME actors in Meruya Utara, equipping them with the necessary skills to adopt sustainable practices. This initiative not only contributes to the local economy but also aligns with broader goals of environmental sustainability and community resilience. Future efforts should focus on continuous support and follow-up training to ensure the long-term success of these MSMEs. On the other hand, several obstacles were encountered while conducting Community Service to Achieve Business Sustainability and Environmental Sustainability: viewed from various management perspectives in the Meruya Utara Region, West Jakarta, some of the difficulties or obstacles that might be faced include:

- a. Limited Technology Knowledge: Many MSME actors may have limited knowledge and skills in digital technology and social media. This can be a barrier in adopting and optimizing the use of digital marketplaces and social media to increase sales.
- b. Limited knowledge of business sustainability and environmental sustainability: Many MSME actors have never heard of the concept of green business at all, making it difficult to provide understanding through socialization alone.
- c. Infrastructure Access Limitations: Not all areas have fast or stable internet access. Infrastructure limitations can limit the ability of MSME actors to connect with digital markets or use social media effectively.
- d. Difficulties in Online Marketing: Increasing sales through digital marketplaces and social media requires an effective online marketing strategy. MSME actors may face difficulties in designing and executing marketing strategies that suit their target market.
- e. Competition Challenges: Competition in the digital and social media marketplace is often fierce. MSMEs may face difficulties competing with larger or more established competitors that have already captured the online market.
- f. Public Acceptance of the Business Sustainability Concept: Not all societies accept the concept of green business quickly. Some may be skeptical or uncomfortable with green products or the idea of business sustainability and environmental sustainability.

Identifying and overcoming these barriers is key to achieving the outcomes promised in this PkM. This can involve a holistic approach, which includes training, mentorship, capital support, and the development of effective marketing and logistics strategies.

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