

Hr Management in the Digital Era in MSMEs

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ABSTRACT

Micro, small and medium enterprises (MSMEs) are the most dominant business category in Indonesia. Most small businesses face challenges when it comes to educating their staff about digital trends and business opportunities. The existing problems can be concluded that the problem is that there are still human resources who do not know the potential and management that exists in them in the face of the digitalization era. Therefore it needs to be encouraged to be directed in knowing the potential and management that exists in him and provide training on how to take solutions when facing a problem. The performance target achieved by community service this time is the aspect of ability, in which existing human resources can improve their skills and ability to solve problems and manage

INTRODUCTION

Micro, small and medium enterprises (MSMEs) are the most dominant business category in Indonesia. These businesses employ almost 95% of the total workforce in the country. No wonder this business is the engine of the economy. Facing the development of the digital economy, eventually even small businesses need to adopt digital tools (Woelandari, 2021). Businesses may need cloud-based cashier applications, social media applications, tools for data analysis, and so on. Most small businesses face challenges when it comes to educating their staff about digital trends and business opportunities. Not infrequently, business owners think, businesses only need to adopt digital change in moderation (Setyawati, 2022).

In fact, there are aspects that are key to business digital activities. If you want to compete, at least pay attention to some of the key human resource skills involved in business, especially in terms of:

1. Manage official sites or websites.
2. Making sales online.
3. Leveraging the cloud.
4. Implementing digitization in 'back office' functions such as payroll payments, consumer data management, and supply chain.

The use of digital platforms is an integral part of business. However, there are still very limited micro and small businesses that optimize the implementation of digital tools. The slow adoption process cannot be separated from the gap between business needs and the digital skills possessed by HR.

For this reason, in doing business, human resources who have the following skills are needed:

1. Website management

Having a website provides opportunities to showcase products or services. Thus, businesses can connect with potential customers and loyal customers.

2. Generate digital images

The ability to produce quality digital images is an important skill in the digital era. The reason is, this relates to many aspects of business, from branding to online sales.

3. Adaptation with digital tools

Provide adequate space and training for the HR involved to adapt to digital tools. Whatever the device, as long as HR is given enough room to adapt, they will be skilled.

Based on the background above, the service team this time is trying to encourage existing human resources to be able to manage the potential that exists within them and begin to train their complex problem solving ways of thinking in facing future challenges and competencies. The existing problems can be concluded that the existing problem is that there are still human resources who do not know the potential and management that exist within them in the face of the digitalization era. Therefore it is necessary to be encouraged to be directed in knowing the potential and management that exists in him and provide training on how to take solutions when faced with a problem. In this community service, a problem formulation was raised, namely HR MANAGEMENT IN THE DIGITAL ERA IN MSMEs.

With the activities given to the community, it has the following objectives:

1. Provide motivation for the potential and management that exists within.
2. Provide knowledge about how to solve a problem.

IMPLEMENTATION AND METHODS

The activity method used is the offline method which will be carried out by lecturers and students who consist of the Management science study program. To support this community service activity, methods are used that support the implementation of these activities. The following are details of the implementation method to be carried out, namely:

The methods used in this Community Service Activity include:

1. Make Preparations

The service participants consisting of students and lecturers made preparations, including:

- a) Coordination between lecturers and students;
- b) Licensing arrangements with partners;
- c) Preparing for implementation – both material and non-material in nature.

2. Methods of Data Collection

Used to determine the location of community service by collecting existing supporting data and the location of activities carried out in the community.

3. Determine the Theme of the Service to be Given

Based on what has been done in the survey which is described in detail on the background so that the theme of the service can be immediately determined, namely "*Hr Management in the Digital Era in MSMEs*".

4. Looking for Library Studies

Literature study is a technique for collecting reference data from various types of scientific sources that support the problem being sought for a solution. In this community service activity, various theories and implementations are explored in order to provide significant understanding.

5. Make Activity Materials

Based on the literature study that has been carried out, activity material is made into the training module.

6. Presenting Training / Implementation Activities

The training is given using the lecture method by resource persons and a question and answer session to deepen the material.

7. Conduct Evaluation

From the results of the empowerment and development of these activities, an evaluation of the activities is carried out. To see if there are any obstacles encountered, so that a solution/handling is quickly found.

8. Doing reporting

The participants consisting of students and lecturers made activity reports and articles in the form of community service articles.

Activities Performed

- a. Socialization and counseling. Providing knowledge about understanding and how to use digitalization media for business products.
- b. Provide understanding and self-development of the benefits of using digital media for the future.

Partner Participation

- a. Proposers carry out outreach/socialization of HR management in the digital era for MSMEs, prepare materials and materials/tools to support the activities to be carried out.
- b. In the early stages partners provide permits to carry out community service activities.
- c. Plans at the implementation stage, partners participate in providing facilities and places for implementation.

Implementation of Community Service

The implementation of this program of activities for the community was carried out from 13-14 May 2023. This community service activity was attended by +/- 30 participants with the theme of the community service program "*Management of Human Resources in the Digital Era in MSMEs*".

Before the team carried out socialization activities, interviews were conducted with the local community regarding the community service implementation plan. In this activity the Abdimas team provided counseling on HR management in the digital era for MSMEs. Each participant was given the opportunity to participate actively. So that after the counseling, the team held a question and answer session to evaluate how far the participants' understanding of Community Service activities was so that it could be used as knowledge information in improving their business. From the results of the Abdimas

implementation, the extension participants responded positively and seemed satisfied. Participants have also shown their understanding to begin to understand and understand the use of digital media for their business products.

RESULTS AND DISCUSSION

After carrying out community service counseling in the form of counseling on HR management in the digitalization era, some of the participants in the group of housewives who already had businesses began to understand how they would utilize and use digitalization media to market their existing products so that they would develop and improve in the future. Based on the problems previously described, namely that there are still human resources who do not know the potential and management that exists within them in facing the digitalization era. Therefore it is necessary to be encouraged to be directed in knowing the potential and management that exists in him and provide training on how to take solutions when faced with a problem.

The output targets to be achieved in community service this time are:

1. From the competency aspect, you can find a picture of the potential and management that exists within yourself, as well as improve your abilities and skills in solving problems.
2. From a management perspective, being able to make self-planning to face future challenges
3. From an academic perspective, the results of the activities will be reported and published in a national journal.

CONCLUSIONS AND RECOMMENDATIONS

Community Service Activities carried out in RT.005/RW.001 Marga Mulya Village, Bekasi City, can be concluded as follows:

1. Implementation of Abdimas regarding Hr Management in The Digital Era in MSMEs was held on 13-14 May 2023
2. There were 30 participants who attended
3. From the results of the Abdimas implementation, groups of housewives can understand material about HR management in the digital era for MSMEs.
4. From the results of the evaluation, it was found that some participants in the group of housewives began to understand how they could understand and understand how to use digitized media in their business products.

Based on the activities that have been carried out by the lecturers and students of Bhayangkara Jakarta Raya University which were carried out in the RT environment. 005/RW. 001 Ex. Marga Mulya, Kec. North Bekasi City of Bekasi. With the aim of providing input to the community that this activity is not only for the benefit of lecturers and students but the interests of the local community, where lecturers and students are only resource persons and motivations who help prevent problems so that community participation is expected in each activity program.

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