

Improving the Quality of Human Resources and Organizational Management at Batik Nologaten MSMEs

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ABSTRACT

Batik as an Indonesian cultural heritage, especially for Batik Nologaten with typical Sleman batik. The purpose of this internship program is to apply knowledge and skills in accordance with the fields of students so that they can contribute to help the development of Batik Nologaten MSMEs. Methods of carrying out activities through counseling and training. The results of this work program activity are increasing the knowledge and skills of Batik Nologaten MSMEs in improving the quality of human resources in Batik Nologaten MSMEs on skills development, increasing knowledge of batik production, and strengthening managerial skills. In addition, organizational management also focuses on structured management, management process, and reporting systems.

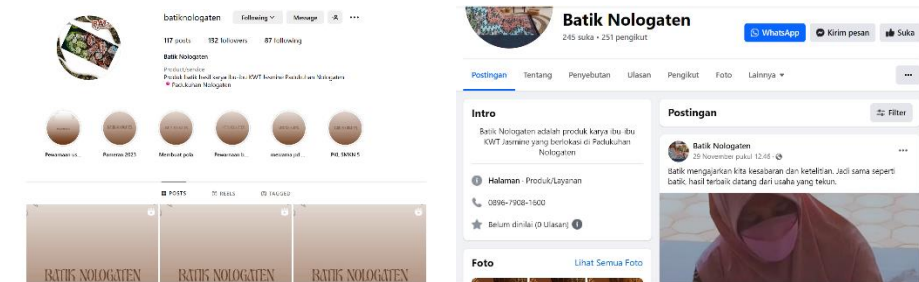
INTRODUCTION

Batik is an Indonesian cultural heritage that has been recognized by UNESCO as an intangible cultural heritage. Various batik motifs have been produced in various regions in Indonesia in line with the rapid growth of batik MSMEs, one of which is in Yogyakarta. Batik Nologaten is a product by “Kelompok Wanita Tani (KWT) Jasmine” which is located in Nologaten street No. 251, Tempel, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta, 55281. This business was founded in 2017 by employing 20 women from the surrounding community in Padukuhan Nologaten. Nologaten batik products have been exhibited at a number of events organized by the Kelurahan, District and Agencies, including being displayed in the Caturtunggal Urban Village Kirab. The batik motif produced has a special characteristic of Sleman district, known as the Prasojo batik motif. Batik Nologaten also has other batik motifs such as leaves, flowers and other and other motifs according to consumer orders.

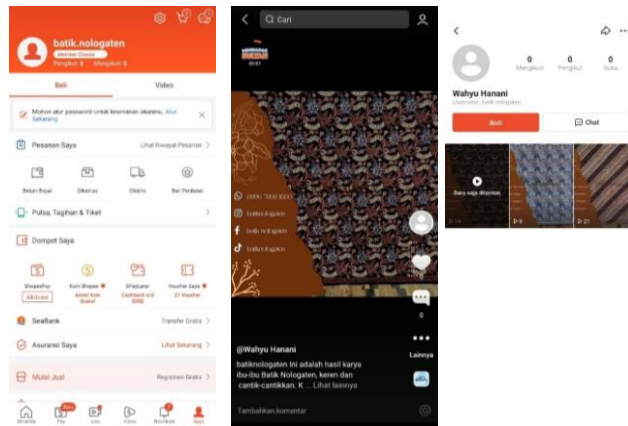


Pictures 1. The Results of Batik Nologaten Products

Marketing of Nologaten batik products is carried out conventionally by serving consumers who come directly to the Nologaten batik outlet or online through social media and marketplaces. Batik craftsmen in this business carry out production every day either to fulfill orders or for sales supplies.



Pictures 2. Promotion Via Social Media



Pictures 3. Promotion through the Marketplace

The establishment of the Batik Nologaten Group besides aiming to preserve batik which is part of the privilege of Yogyakarta, especially typical Sleman batik and is also intended to increase the income of teams of Batik Nologaten members, as well as strengthen social activities in Padukuhan Nologaten. Therefore, it is necessary to have the quality of human resources whose knowledge and skills are creative and innovative in producing batik. Having good quality human resources so that the results of the production will be good too. Human resources (HR) are human potential which is a non-material/non-financial asset. The existence of the organization is driven by HR efforts. Only human capital occupies an important role in the organization, such as all other resources, including those needed and used for the intellectual capabilities of the organization (Setiawan & Soedarto, 2021). The ability, skills, and work capacity of a person who are all directed to determine the quality of the company's human resources. The success of the company depends on the quality of its workforce. The quality of the company's human resources determines its success or failure in the market. Likewise, if a small company has adequate human resources, they will definitely be successful (Anwar & Abdullah, 2021).

Improving the quality of human resources is a way that can be done to increase work productivity because this human resource is the most important element in the strength for a partner (Sunarsi, 2018). Thus, it is necessary to measure the productivity of its employees, namely the quality of work, work quantity and timeliness. To achieve good work productivity in an organization, both formal and non-formal organizational environments need to pay attention to organizational management, one of the factors that influence the realization of work productivity is work motivation, to find out the work productivity of employees (Busro, 2018). The creative industry is one of the main keys of the creative economy of an industry that prioritizes creativity and innovation that produces ideas and ideas to create a job so that it can open job opportunities, can increase income, and welfare (Pangestu, 2008). With a situation like this requires a creative and innovative and competitive human resource. One way is to empower human resources who have competencies that are in accordance with the business being run.

During the pandemic of the existence of Batik Nologaten MSMEs was seriously affected. With the existence of pandemic like this, many things have automatically resulted in their different targets in before pandemic because when pandemic and after pandemic then until now Batik Nologaten regarding the problem of orders or ordering batik has decreased and resulted in obstacles to share results with members who have produced batik. Thus, performance has declined because it only gets a few income obtained at the Batik Nologaten MSMEs. One of the main aspects in improving the quality of human resources is through improving the skills and knowledge of members regarding batik. Training focused on batik making techniques, the selection of quality raw materials, and the application of innovation design can help improve the ability of members and their creativity. Good organizational management includes careful planning, strict supervision of the production process, efficient management, reporting system. Building an integrated and measurable management system will help Batik Nologaten MSMEs to be able to change market changes and optimize their resources.

IMPLEMENTATION AND METHODS

The methods used in carrying out community service activities include several stages as follows:

1. Survey

This activity was carried out by visiting and reviewing the location of the partner, namely the Batik Nologaten MSMEs, located in Padukuhan Nologaten, Jl. Nologaten No. 251, RT.7/RW.2, Tempel, Caturtunggal, Depok, Sleman Regency, Special Region of Yogyakarta. In the survey activity, the author discussed to gather information related to business activities carried out and the obstacles encountered, especially in the field of human resources. Based on the results of the discussion, agreed programs that need to be implemented by the author in the apprenticeship activity.

2. Implementation of the program

Based on the survey results, the authors then implement the work program of implementation activities. This activity is the provision of education to a team of member at Batik Nologaten MSMEs regarding improving the quality of Human Resources (HR) and organizational management at Batik Nologaten MSMEs. To strengthen activities, there is a need for attention to improving the quality of human resources and organizational management at Batik Nologaten MSMEs to increase production, product quality, and competitiveness.

3. Evaluation

The final stage of the apprenticeship activity to this member is an evaluation of the implementation of the activity program. Evaluation is carried out with partners which aims to determine the success rate of the program. If the program implemented does not meet the expectations of both parties, it is necessary to review and it is possible to improve further implementation programs.

RESULTS AND DISCUSSION

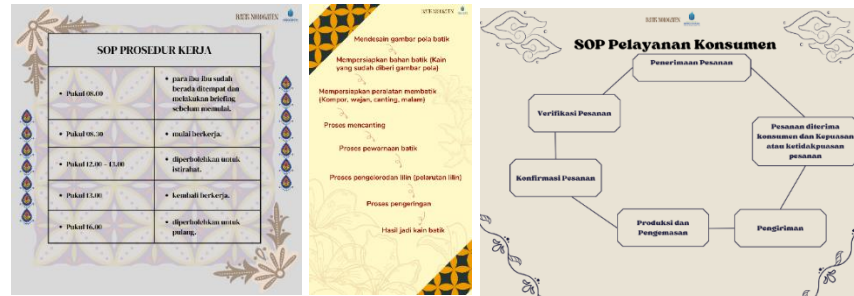
Batik as an Indonesian cultural heritage, especially for batik nologaten with typical Sleman batik, has great potential to be developed as a superior product at the Batik Nologaten MSMEs. Therefore, there is a need for attention to improving the quality of human resources and organizational management at Batik Nologaten MSMEs to increase production, product quality, and competitiveness. Having good quality human resources is the success of Batik Nologaten MSMEs. Technical and managerial skills training, as well as increasing knowledge about batik design and trends, can improve the ability of workers to produce high - quality batik. In addition, the development of soft skills such as work teams, communication and innovation needs to be considered to create a productive and creative work environment. The development of the quality of this human resource, Batik Nologaten MSMEs can ensure that the productivity of its performance is ready to face market challenges that continue to develop. Improving the quality of human resources and organizational management at Batik Nologaten MSMEs becomes crucial in facing market challenges and increasing competitiveness.

Standard Operational Procedure (SOP)

SOP is a written guide designed to guide the implementation of tasks and activities in a partnership or business. SOP helps in maintaining consistency and quality, having a standardized procedure of Batik Nologaten can ensure that every stage in the work process, production, and service is carried out in a way that is always the same because this can help to prevent unwanted results so that the quality of the product and service can be maintained. With the existence of SOPs for work procedures, production SOPs, and service SOPs in Batik Nologaten MSMEs not only function as operational guidelines, but also as a tool that encourages consistency, efficiency, quality of production and human resources.

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Picture 4. SOPs for work procedures, production, and service

2. Work Motivation

The meaning and meaning of the motivation of hard work in Batik Nologaten MSMEs is that hard efforts and positive enthusiasm can be a major driver for innovation and creativity. When someone has a high motivation to work hard, new ideas tend to appear naturally in their minds and souls. After the performance of the performance of members at the Batik Nologaten MSMEs is very declining because it only gets a little or does not get any proceeds from the sale of batik so it is difficult to share the results of the sale that should be obtained by the members or revenue at the Batik Nologaten MSMEs. Therefore, this motivation can be the key to generating performance that can produce batik designs that are unique, quality, and captivating the market.



Picture 5. Work Motivation



Picture 6. The Process of Making Batik

Improving the quality of human resources includes increasing knowledge, developing and mastering the skills of team members at Batik Nologaten MSMEs. Regular training on batik design, coloring techniques, production management and marketing can provide the knowledge needed to produce high quality products and compete in an increasingly tight market. The application of information technology is also key in improving the quality of human resources. The use of production management software, online marketing and information systems can help Batik Nologaten MSMEs become more efficient in managing business processes. Training on the use of this

technology can increase operational efficiency, speed up production time, and improve product quality.

Good organizational management also plays an important role. The implementation of a structured, transparent and effective management system will help Batik Nologaten MSMEs to manage resources, optimize the production process, and face market changes. A series of activities aimed at achieving business goals, increasing efficiency, and ensuring sustainable businesses. So that the management of the organization needs to be such as planning, organizing, leadership, direction, and control.

1. Planning is the first step in managing the Batik Nologaten MSMEs organization. This includes determining the vision, mission, and short and long -term goals. Planning also includes market analysis, target market identification, and the development of marketing strategies to market batik products effectively.
2. Organizing involves the formation of a clear organizational structure in Batik Nologaten MSMEs. This includes the allocation of duties and responsibilities, the formation of a work team, and determining the structure so that operational activities can run efficiently.
3. Leadership is very important in managing the Batik Nologaten MSMEs organization. Leaders or managers need to have good leadership skills to motivate work teams, make strategic decisions, and create a positive work environment.
4. Direction includes managing human resources, including skills development, training, and providing clear direction regarding organizational goals. At Batik Nologaten MSMEs, this can include developing batik skills, improving designs, and understanding the market.
5. Control is the last step which includes monitoring and evaluating organizational performance. Monitoring can be done through a financial reporting system, employee performance appraisal, and measurement of achieving business goals. Control also includes improvement and adjusting strategy if needed to deal with market changes or other external conditions.

Management of the organization in Batik Nologaten MSMEs must pay attention to its uniqueness itself, including the cultural and art values inherent in the product. In addition, the desire and management of risk also need to be considered in the context of the Batik MSME business to ensure sustainable growth and resistance to economic change.



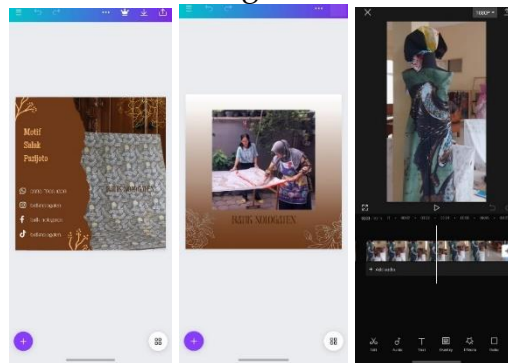
Picture 7. Counseling on Work Programs with Batik Nologaten Ladies



Picture 8. Arranging Nologaten Batik Gallery

3. Optimizing the use of online media for marketing

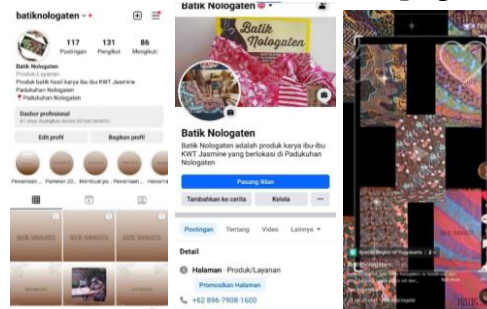
The importance of Batik Nologaten MSMEs to increase online promotion, build strong brands, and increase competitiveness in the market. Aims to explore the potential that exists in Batik Nologaten MSMEs and also aims to improve especially the quality of human resources in the production and marketing department to increase the absorption of market needs. So how to use the Canva application makes it easy in the context of organizational management at the Batik Nologaten MSMEs, which will greatly help increase the attractiveness of promotion on social media. Canva and Capcut are user-friendly and popular graphic design platforms, can be used for various purposes including organizational management at Batik Nologaten MSMEs.



Picture 9. The Application that Could make Interesting Content at Batik Nologaten MSMEs

Instagram has a focus on visuals, with the main features in the form of uploads of images and short videos. Batik Nologaten MSMEs can use Instagram to display batik products aesthetically and attractively. Make a creative photo gallery, showing off the process of making batik. Stories and reels features on Instagram can also be used for more dynamic and exclusive content. Facebook, as a more diverse social media platform, provides various features such as business pages, groups, and paid advertisements. Batik Nologaten MSMEs can create an official business page to build a community, share informative content about the history of batik, and establish interactions with customers through comments and direct messages.

Tiktok which is currently one of the most popular digital marketing companies. Therefore, it does not ignore the use of social media. Batik Nologaten MSMEs use Tiktok content to promote their business. To appear on the search page, Tiktok content must be accompanied by the use of hashtag. Another way for the video to appear on the FYP page of another user is to use the hashtag. A video can appear on the search page and FYP using hashtags. The use of hashtags must be relevant so that it can be found on the search page.



Picture 10. Content on Social Media

CONCLUSIONS AND RECOMMENDATIONS

After carrying out an internship activity carried out in Batik Nologaten for approximately one month. Learning taken by the author that in building a business or business that is most important for us to do is that there must be an increase in the quality of human resources because this is one of the important factors, because by having better human resource quality can achieve its targets as much as possible. Batik Nologaten MSMEs is one of the creative industries that faces a lot of challenges including human resources, very high business competition and customers who provide more opinions, so that Nologaten Batik MSMEs can become more creative and innovative.

The quality of HR is a measure of how good a member is in doing what should be done. Where the work attitude is responsible, consistent, and the ability to take a positive attitude towards change becomes an important factor in achieving the final results desired by the Batik Nologaten MSMEs through the application of improving the quality of human resources and organizational management. The importance of maintaining the quality of the product and ensuring the continued production with the achievement of good cooperation. Therefore, keep monitoring business performance through measurement of key performance and customer feedback to carry out regular adjustment strategies. By combining innovation, digital marketing, effective human resources, and performance monitoring in Batik Nologaten MSMEs can achieve significant growth. Batik Nologaten MSMEs can improve the quality of human resources and organizational management with the need for several strategies that include providing motivation, sharing the best practices and holding exhibitions. This increase will not only have a positive impact on the business performance of the Batik Nologaten MSMEs but also on the development of local economy. With the high quality of human resources and effective organizational management, Batik Nologaten MSMEs can continue to grow and make a greater contribution to local and national economic development.

To achieve sustainable business growth in the production of Batik Nologaten MSMEs needs effective human resources, providing training to members of Batik Nologaten MSMEs to improve their skills in the batik production process to be even better, namely by understanding the latest trends in batik design and consumer preferences. Because of the lack of motivation of each individual team of member teams to carry out tasks and time discipline. Batik Nologaten MSMEs must continue to develop the skills and knowledge of members in aspects of technology and financial management in order to be able to respond better changes, and it is hoped that Batik Nologaten MSMEs will continue to implement learning from counseling and training through work programs that have been carried out. Hopefully in the future Batik Nologaten MSMEs has a special indoor gallery to be more able to attract the attention of consumers and organize its batik products neatly so that it becomes a more advanced business. Maintaining making clothes design, so that in Batik Nologaten MSMEs does not sell batik cloth but also finished clothes that are ready to use and materials that are comfortable to use. The leader of Batik Nologaten should need to hold an attractive offer for the team of members so that it can help to improve the quality of human resources and management of its organizations, as well as active communication and cooperation between leaders and teams so that work culture becomes better.

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