

Strengthening UMKM Human Resources Towards Internationalization

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ABSTRACT: UMKM have enough role big in development economy national. UMKM are activity capable effort expand field work and give service the wider economy of society. UMKM really need Source Power Qualified human (HR) in face competition business moment this. Qualified human resources and have power global competitiveness to Thing determinant UMKM success. Destination study this is for explore strengthening UMKM human resources towards internationalization. Method used in study this is method exploration descriptive that is with analyze the strategy of empowering UMKM in facing the international market with use review approach or studies library. Research results state that HR is superior could obtained through increasing human resources with good quality education formally or informally. Excellent HR capable manage UMKM with utilize wisdom local, good wisdom tangible and intangible local, so that every UMKM has the uniqueness and advantages of each UMKM. With intelligence and skills possessed by UMKM, UMKM can manage wisdom existing local so that UMKM products can compete in the international market.

Keywords: UMKM, Human Resources, International, Excellent

Submitted: 07-06-2022; Revised: 16-06-2022; Accepted: 27-06-2022

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INTRODUCTION

Micro, Small and Medium Enterprises (UMKM) have strategic role in development economy national, because besides play a role in growth economy and absorption power work also plays a role in distribution results development. In crisis the economy is happening in a country our since a number of times ago, where many efforts scale big who experienced stagnation even stop activities, the UMKM sector is proven more toughness in face crisis that. Remember experience that has faced by Indonesia during crisis, I hope no excessive if development sector private focused on UMKM, especially more business unit this often neglected only because results production in scale small and yet capable compete with business units other. Sector UMKM economy which has proportion of business units biggest based on UMKM statistics for 2020-2021 are sector agriculture, animal husbandry, forestry and fisheries; trade, hotels and restaurants; industry processing; transportation and communication; as well as service.

Whereas sector economy that has proportion of business units smallest by consecutive is sector mining and quarrying; building; finance, leasing and services company; as well as electricity, gas and clean water (BPS, 2021). These sectors are opportunity for UMKM to develop effort they through source power human owned. Available UMKM human resources be wrong in capital increasing UMKM towards international. Felicio et al. (2014) revealed that one influencing factor to performance organization, in Thing this UMKM performance is source power people, including education employees. UMKM are activity developed business by independent on initiative society. They are very important for development economy local, play role important in creation field work, alleviation poverty and growth economy, but they face many obstacle funding (Ghergina , et al 2020 and Surya, et al (2020).

In general, the problems faced by UMKM include internal factors and factors external. Internal factors consist of of : (a)Lack capital and limited access financing; (b)quality source power human. Factor external consist from: (a)climate effort not yet fully conducive; (b)limited facilities and infrastructure effort ;(c) implication autonomy area; (d)implication trading free; (e)nature product with endurance short; limited market access; limited access information.

However, the problems faced by UMKM today are : this . Mainly is problem source power human (HR) and management . The problem covers pattern thinking , recruitment , mentoring , culture work , the quality of human resources, up to problem management like permission effort , standard products , as well as problem contract business .

As for the problem other is about problematic finance , institutions , access source financing , reports finance until tax , innovation product , adoption technology new , capacity production and others. Micro business small medium-sized enterprises (UMKM) are also still in shackles market and material problems standard , like digital market access , access export and availability ingredient raw .

There are 64 million UMKM in Indonesia (BPS, 2021), 99.9% of them already producing . Thailand and Malaysia have 3.5 million and 600,000 UMKM respectively. Involvement Indonesian SME sector in global marketing still belong to low if compared with five other countries in Asia . UMKM in Indonesia are still faced with challenges , such as limitations access capital , materials raw , technology information , source power quality human , and marketing product or service , lack of construction from government , value exchange what doesn't profitable , and high income . ethnic group interest (Eravia , et al 2015 and Surya, et al 2020).

Because of that , the Indonesian government started divert focus approach development the economy to direction bone back economy domestic business micro , small , and medium-sized enterprises (Maksun , et al 2020). The contribution of UMKM to export in new Indonesia reach 15.8% or about USD 23 billion of total exports non-oil and gas . This thing still low if compared with contributions in other Southeast Asian countries , such as 20% in Vietnam, the Philippines, and Malaysia, and 29.5% in Thailand (ADB, 2019).

With Thus , ASEAN countries are importer biggest fourth in the world after the European Union , the United States and China. Effort SME economy and development strategies in ASEAN countries are the “driving force” of relations bilateral trade between countries and is also a strength limiting opponent expansion trade (Alleyne, et al 2020 and Surya, et al 2020). UMKM in Indonesia play a role important in system economy nationally, among others (1) expansion opportunity work and requests power work , (2) formation product domestic gross (GDP), and (3) supply net safety especially for allow Public income low To do activity economy productive (BAPPENAS, 2020). Besides that , the efficiency and effectiveness of this process related direct with how UMKM apply knowledge and information new related to local , regional, national , and global markets (Knight & Liesch , 2002 and Rodriguez, 2010) for advance activity his efforts (Rodriguez, 2010 and Castagna , 2020).

THEORETICAL REVIEW

Various study state that human capital take effect by significant to enhancement performance good for company and UMKM (Muda & Rahman, 2016; Fanani and Fitrayati , 2020). Human capital take effect positive to UMKM

performance . Impact of human capital to performance obtained not only on example company big , but also on the effort small and micro (Díaz-Chao et al., 2016; Khan & Quaddus, 2018). Different with the only finding give offer Support for encourage human capital take effect to performance company .

Unger et al. (2011) stated that , between field valuable personnel management high , success company influenced by the learning process , acquisition knowledge , and transfer of knowledge . Success entrepreneurship often declared in form perception subjective . Metric this , together with level productivity , exemplified by example effort small and medium sized specialized in field energy renewable for evaluate connection with human capital factor like bond network , trust in network , vision joint , Education and experience (Yadav et al., 2018); education entrepreneurship is also considered as factor important success by Akimov et al. (2020). Claim economic and non- financial from business can also reflected in results other business earned through management appropriate personnel , including stages attract and hire . The result include , for example brand company and related market advantages (Carpentier et al., 2019; Green, 2019; Urbancová & Hudáková , 2017), and achievement destination strategic companies (Clinton, 2016; Sohel-Uz - Zaman T.at.al. , 2019).

Management role source power man important considered in agility strategic (Ahammad et al., 2020), scale company and capabilities for interesting talent (Moayedfar & Madani Chafi , 2019) as well as intentions and aspirations entrepreneur that alone for succeed through use source power man by intensive , including they alone , kind gender and educational status related SME executives with orientation entrepreneurship (Ključnikov et al., 2019).

Human capital is something that belongs individuals consisting of from aspect knowledge , experience , ability , skill , creativity , and innovation . Human capital focus on individual as the unit of analysis , which emphasizes that investation businessman as attribute key (for example related education , training , and experience with possible competencies and skills for increase performance business .

According to Alfrian and Ptaloka (2020), some effort or strategies to be able developing UMKM towards level internationally , including : (1) Studying digital marketing, such as create promotional media through social media ; (2) Strengthening Human Resources by method embed learning regarding the era of globalization and technology ; (3) Innovation creative for make consumer interested buy something product ; (4) Boost service to consumers ; (5) Policy government against UMKM or help from government , such as help social or financial assistance so that UMKM remain walk

RESEARCH METHODOLOGY

Study this use approach exploration descriptive with analyze the strategy of empowering UMKM in facing the international market . Creation scientific this is also developed with use literature review approach or studies library . Approach theory / concept conducted with refers to some sources , such as books , journals science , and the internet. All description of existing ideas combined in one framework thought .

RESULTS

Human resource improvement through quality education UMKM human resources needed to be able to compete at the level international are HR who have intelligence soft skills and hard skills. Increasing level of competition tall cause every HR is required for could become a superior HR and have strong character as well as have score high competence .

Educational role in print generation excel very much and can said to be very basic. Development of a creative HR improvement model started from early education until to level highest education. Study along life good formally , informally and non-formally (preschool , primary and secondary , vocational , college height), will produce Public advanced competent and prosperous .

Education that plays a role important To use create Public forward . Various Role important education in creating superior human resources , including :

1.Means of getting knowledge

Main role education is get knowledge knowledge . Education especially formal education has function for add knowledge and insight . With increase knowledge so level intelligence will increase .

2.Formation Character Generation Nation

The role of education is also shape character generation a nation . The character in question is nature and personality someone . Educated human naturally have more characters good . This thing because at school education character already implanted since early . In fact formation character no only in the world of formal education only , the role of Family is also very important . because of that , for shape excellent character no only only formal education is maximized but also informal education

3.Shaping pattern critical and dynamic thinking

Education has role in shape pattern think someone . Educational process no only teach knowledge knowledge just but also shape pattern thought . The more tall education somebody so pattern he thought will the more critical . For

shape pattern think critical and dynamic no only required formal education only. Activity extra in school in the form of extracurricular is what is receptacle for build pattern think critical . Mindset critical and dynamic this is very much needed for face the global market .

4. Facilities for study socialize and tolerate

Roles that are not lost important education in form superior human resources is means for study socialize . at school naturally will find many new people before no known . Through education here children taught for socialize and build connection with other people. Not only socialize but also tolerant . Everyone of course have nature different defaults , here it is child sued for could value difference that . Attitude tolerance this is very necessary for face the progress of the times advanced this .

DISCUSSION

Role education is very complex for increase HR. With good education _ naturally will print quality generation. The more good quality education in a country will the more the country is progressing . It 's not wrong if the Indonesian government focuses on enhancement quality education for improve human resources excellence . With superior human resources Then the human resources that create superior UMKM HR , who are able to compete internationally.

Policy government for advancing UMKM is also visible from creation of : 1. Law Create work . Of the total the number of UMKM in Indonesia, as many as 64.13 million are MSEs that are still are in the informal sector so that need pushed for transform to formal sector . Indonesia still have constraint in complicated permissions as well as overlap overlap Among regulation at the level center and area . because of that Government try accommodate problem the through Drafting of Copyright Act Work that has been approved in 2020 .

One regulated substance is about convenience, protection and empowerment of UMKM. Government hope through the Copyright Act Work , UMKM can Keep going grow and empower competitiveness ;PEN program. The National Economic Recovery Program (PEN) is one of the programs initiated government for restore Indonesian economy as a result the impact of Covid-19. This program is also a response government on drop activity affected communities , in particular the informal sector or UMKM. this program made based on PP Number 23 of 2020 which was later changed become PP Number 43 of 2020; People's Business Credit (KUR). Effort other than government for promote UMKM , namely the People's Business Credit (KUR) program which is distributed through institution finance with pattern guarantee . As for the cost service (tribe flower) top credit / working capital financing subsidized by the government. The purpose of KUR is for increase increase access financing and strengthening UMKM capital . 4. Proud

National Movement Made in Indonesia (Gernas BBI). Proud National Movement Made in Indonesia (Gernas BBI) is one of the government programs as effort government for promote UMKM which was launched in 2020 .

Destination BBI Gernas , namely: encourage national branding of products local superior for create industry new and of course increase growth economy. Through this program , the government push UMKM for join to digital platforms; 5. Expansion Export Indonesian products through ASEAN Online Sale Day (AOSD). ASEAN Online Sale Day (AOSD) or ASEAN Online Shopping Day is a shopping event carried out by simultaneously by e-commerce platforms in ten ASEAN countries. AOSD held coincide on the day repeat ASEAN year which is August 8 since year 2020. AOSD participants are perpetrator businesses in the ASEAN Region that provide goods and services through Trading Through System Electronics (PMSE).

HR -Based Management Wisdom Local

Wisdom local could interpreted as habits , rules , and values as results from effort adopted cognitive Public certain or Public local considered good and wise , implemented and obeyed by the community that . ideas from wisdom local the could come true to in various form , start from customs , rules , values , traditions which are embedded and followed by members people or values sublime contained in riches culture classified local. Becomes two , namely : (a) Physical (tangible), the values contained in the procedures , provisions specially poured in form objects , notes written , and so on ; (b) Non - physical (intangible), wisdom local that is not form this could found like knowledge local , values local like the norms that exist in a area.

Wisdom local tribes Indonesian people in general containing religious values , humanity , togetherness , tolerance , mutual trust , solidarity and social care can build elements of social capital and business capital , such as : trust , trust , social networking . There is a number of wisdom local in entrepreneurship and practice business. In cognition culture Java , for example found expression nuanced " harmonious " economy agewe santoso , congkrah agawe bubrah " , pushing appearance harmony and harmony as well as make the world full with safety with avoid conflict (Sham , 2010).

In society Sundanese , values wisdom supportive local practice business among others are honesty , patience , obey the rules and roles , train not quite enough answer , wisdom for distinguish between good and bad , train soul leadership , cooperation , togetherness , cohesiveness , deliberation for reach deal , no selfish , no easy break hope , sacrifice for the interests of others, vigilance , courage take risks and consequences to the choices he makes , discipline self , generosity heart , appreciate friend and foe , knowing duties and obligations ,

placing self based on limitation rules and roles , tenacity , spirit power fight , train sensitivity , self-endurance, endurance to temptation , as well stand firm . Values the based on research Indrawati (2007) related values wisdom and practice taught business since age children.

In Madurese society applies the expression " pillow " omba ' smoke ' wind " (cushioned waves and blankets wind). Expression this imply that the Madurese for two twenty four hours in condition work and abstain give up . Proverb this is what becomes base attitude work hard businessman immigrant Madurese. Proverb other adopted among others are atonggul to'ot (hug knee) and nampah cangkem (supported) chin) for mention those who are lazy (Djakfar , 2011). Temporary that for business people From Bugis , the motto " lempu " (honest), acca (intelligent), warani (brave), getteng (integrity ; firm). stance), and sipakatau (mutual humanize) is good qualities for leadership in skeleton advance effort . Principle Akkateningeng (principle base personal life as handle life socializing) and Siri' (shame / price self) no only just conception , but is reflection self in every coloring behavior and policies management every effort . Application wisdom local in guard stability work and management in something Entrepreneur namely " trusted " (lempu / malempu), which means services provided must quality , in the sense of being able reliable , efficient , precise time and have reputation . Businessmen also set must values maintained and developed , namely integrity (getteng) and professionalism (acca/ macca) (Makkulau , 2012).

In thick Balinese society with beauty arts and culture are also available adopted expression in practice business , namely " bani meli bani look up ". Sentence this it means is " bold " buy brave sell ". Meaning sentence short it's so deep that is moment determine price goods or service must there is justice and not each other detrimental . In the term " bani " meli bani ngadep " there is a sense of justice that is formulated " by aware in price sell something product business . With this is the search process profit in business that already truly take into account a sense of justice (Adhiputra , MW, 2018).

Empowerment wisdom local is very related with ability Public local for utilise source power nature and people in accordance the need to create balance . Wisdom local is score development life based on empowerment skills as well as potency local from every area . Wisdom local is score development life based on empowerment skills as well as potency local from every area .

Based UMKM learning wisdom local for strengthening economy . Effective UMKM empowerment expected capable increase productivity they so that in turn will support strengthening economy and power competitive nation . Industry creative and wise local is source dynamic knowledge develop , continue in form the behavior of entrepreneurs , and can Becomes inspiration creative for UMKM entrepreneurs.

CONCLUSIONS AND RECOMMENDATIONS

The process of internationalization of UMKM has destination not only market development globally but _ how growth UMKM business can influence whole environment business both internal and external so that destination original company only how look for profit could experience expansion as agent change for the whole world economy.

In effort penetrate the international market , UMKM businesses must have sufficient knowledge and insight with method development source power humans in order to create a innovation as effort for market development and create a branding positioning in the international world . For get Thing the a company must have innovation as combination from aspect knowledge, development network , and build trust (trust building) as continuous effort continuously conducted with consider environment business .

Environment business external in development UMKM business has a very vital role in development UMKM business . Role this help UMKM business as means support and facilitator for good network development to other countries in Thing source funding , introduce product , permission nor policy in Thing tax nor delivery . It takes a strategic and realistic program for resolve problem mentioned above . UMKM need get Support development capacity HR management through accompaniment business , both online and offline.

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