



Ergonomic Industry Efforts to Prevent Business Failure

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ABSTRACT

This article discusses and discovers ergonomic industrial efforts to prevent losses, aka preventing business failure. This article is designed descriptively. This design uses literature to collect data, namely data from various opinions and research results. Then it is analyzed and discussed using descriptive methods as well. Conclusion: 1. In industrial business work activities, ergonomic performance must be balanced between capacity and work tasks. Ergonomic industrial businesses are able to harmonize human needs, machines, material needs, work/production methods, funding needs and sales capacity in the market; 2. Management must be managed ergonomically, that is, in a balanced/harmonious manner that runs well, thereby preventing business failure. With an ergonomic approach, your business will be sustainable. Suggestion: Harmonious application of the 6 M's (man, machine, material, method, money, marketing) in new or existing businesses must be implemented to avoid losses

INTRODUCTION

Business should last because it is sufficient to finance business operations and still make a profit. In reality, there are still businesses that experience losses and even their businesses are closed. As stated by Adelina Nasution (2019), "Competition occurs in the photocopy business in the IAIN Langsa environment where the prices set by new entrants are very low, which results in old entrepreneurs losing customers and closing their businesses."

Likewise, a company can only survive for three months because it experiences losses. This was conveyed by Fira Yuniar et al (2021) that "the factors causing financial losses at PT Arsin, Sinjai Regency, include the costs used in producing products with unequal company income, where the cost value is greater than the company's income. "PT Arsin Sinjai Regency experienced financial losses and poor product quality so that the products produced could only last for three months."

In marketing there are long-established business competitors and new businesses, all of which are said to need a predatory period. As Rezmia Febrina (2017) states, "removing competing business actors from the market and also preventing business actors who have the potential to become competitors to enter the same market. As soon as he succeeds in driving competing business actors out of the market and delaying the entry of new business actors, he can then raise prices again and maximize the profits that may be obtained. To be able to carry out this act, the business actor must have a large market share and the profits that will be obtained can cover the losses suffered during the predatory period." Enterprises or businesses always have risks due to internal errors, including business planning. As Ignatius Novianto Hariwibowo (2022) said, "a decline in turnover is the biggest risk faced by businesses. This can happen due to a pandemic and internal errors. "By identifying risks, mitigation stages can be carried out with the result being planning that can reduce the negative impacts of existing risks."

Therefore, to prevent losses, in business planning it is necessary to apply an ergonomic approach. The ergonomic paradigm approach requires a balance between raw materials (material), tools/equipment (machine), human resources (man), methods (method), money (money), and marketing (market).

LITERATURE REVIEW

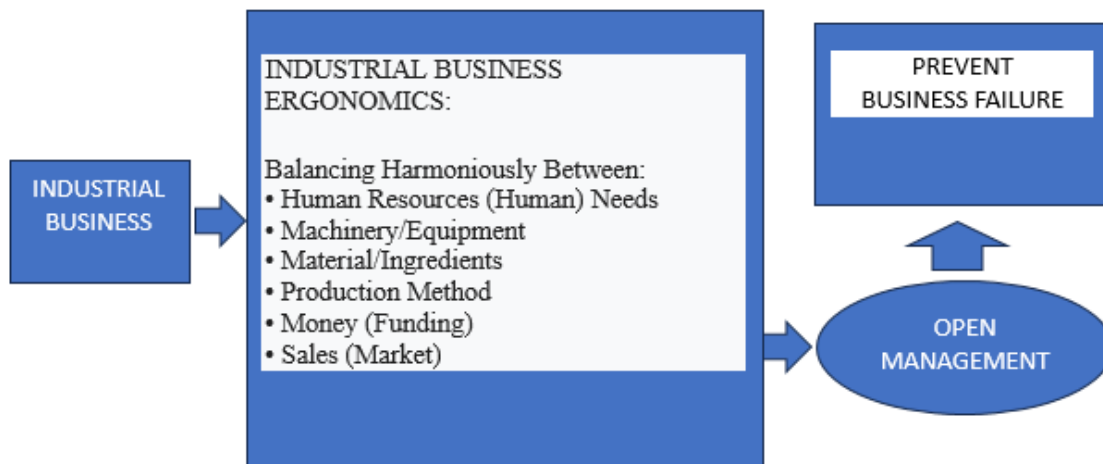


Figure 1. Theoretical Framework

METHODOLOGY

This article is designed descriptively. With the aim of finding ergonomic industrial businesses to prevent losses, aka preventing business failure. This design uses literature to collect data, namely data from various opinions and research results. Then it is analyzed and discussed using descriptive methods as well. In this paper the conclusion method is deductive.

RESULT AND DISCUSSION

Ergonomic Industrial Business

Business is a business, in the form of industry. Whatever form of industry, a business must make a profit or profit. To gain profits, it must be managed harmoniously, namely with a balanced ergonomic approach. The balance required is between raw materials (material), tools/equipment (machine), human resources (man), methods (method), money (money), and marketing (market).

This is as stated by PPM SoM (2022) that "The elements of management activities that are important to be implemented in a company consist of 6 aspects or better known as 6 M, namely 1. Man (Human), 2. Money (Money), 3. Material, 4. Machine, 5. Method and, 6. Market." Likewise, according to Ahmad Fachrurozi (2022) that "The 6M elements are the basis for building a good management system, especially for beginners. If done effectively and efficiently, it will bring benefits to business actors and consumers."

The initial plan is product capacity, this is known from marketing data or it could also be from market service. In this way, you know how many items must be produced, know the capacity that must be produced according to market needs. According to Aulia Ishak et al (2019) that "With market research you can find out who needs the product or service offered, where the product or service is needed, and what quality of product is needed by consumers and you can also find out how big the demand is and potential demand, when demand peaks and when demand declines from consumers.

After knowing the amount that must be produced every day or every month. Everything is planned, the number of machines/equipment to be procured, the amount of Human Resources (HR), the amount of materials (raw materials) and the amount of money required. Don't let there be excess or shortage based on the capacity of market needs. Of course, all of the things above are carried out according to production work methods that suit market capacity needs. This method uses several automatic machines or only manually.

It turns out that money is a business tool, because money is a business tool, you have to be careful in using money. As long as money is a business tool related to the 6 M, it is clear that it is a business tool. The use of money is only for consumption, of course it is not useful as a business tool. Consumers like that, just use money from business profits. So that capital money remains sufficient as a business tool. If in business there is no money, it means that sometimes there are no business tools. Therefore, profits must be collected, so that when development is needed, the money as a business tool is already there.

Procurement of more machines and human resource needs as well as materials and others must be adjusted to market needs. Don't produce too many products, use forecasting to estimate product quantity requirements. Because the excess of the product is the same as "money not circulating", it results in a loss. Piling up unsold goods, money is still in the form of goods. Also, don't let there be a shortage of products, when market share is needed but there are no goods, you will experience losses because you cannot sell to meet market share needs, or lose profits because you don't have time to sell the product.

So balance is one of the ergonomic paradigms. In any work or business activity. Ergonomic appearance must be balanced between capacity and work tasks. In industrial businesses, ergonomics occurs when they are able to harmonize the 6 M's above.

Ergonomics and Preventing Business Failure

At least there is a balance between output and input in a business. Even though the initial balance effort is not possible because intervention is still needed. Balance is one of the ergonomic paradigms. Whatever business activity, ergonomic appearance must be balanced between capacity and work tasks. Even when doing business, it must still be balanced so that the business can run. Of course there is capital intervention that is invested before there is profit, business independence. Capital can be funds, energy, thoughts, and so on, at least capable of doing something for the business.

At least that profit covers the costs of the production process. Equipment includes applications, systems, materials, and labor. Business profits are largely determined by sales (market) capabilities. Profits from sales are used to finance all related production processes, materials, administration, etc.

All businesses will increase and become operational. According to research results, it depends on open management. According to Syamsul Arifin (2016), "open management means where the leadership, before making a decision, first gives staff and subordinates the opportunity to provide suggestions, ideas or opinions, but the decision is still determined by the leadership. "Opportunity to provide input to leadership with the aim of getting staff or subordinates to participate in thinking about the difficulties faced by the organization and participate in solving them, including developing the organization."

Businesses don't need to be developed to create new businesses. Before the business you start is not yet independent, then you start many businesses, all of which are not yet independent, you still need support. If that happens, then of course there will be failure. According to Mukhlisatul Jannah (2015) that "Companies that experience failure in their operations will have an impact on the company's financial difficulties. There are many factors that cause companies to experience financial difficulties, but most of the causes, whether direct or indirect, are due to repeated management errors. The accumulated incompetence of management in managing the company is what ultimately resulted in the failure of the company."

Therefore, management must be managed ergonomically, that is, in a balanced/harmonious way that runs well, thereby preventing business failure. With an ergonomic approach, your business will be sustainable.

CONCLUSION AND RECOMMENDATION

Conclusion

1. In industrial business work activities, ergonomic performance must be balanced between capacity and work tasks. Ergonomic industrial businesses are able to harmonize human needs, machines, material needs, work/production methods, funding needs and sales capacity in the market.
2. Management must be managed ergonomically, that is, in a balanced/harmonious manner that runs well, thereby preventing business failure. With an ergonomic approach, your business will be sustainable.

Recommendation

Applying the 6 M's (man, machine, material, method, money, marketing) harmoniously in new or existing businesses must be implemented to avoid losses.

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