

## Management of Human Resources (HR) to Move MSMEs in the Digital Era in Marga Mulya Village Districts, Bekasi City

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### ABSTRACT

Management of human resources as an MSME driver deserves to be done immediately, this is because it is very useful for the sustainability of an MSME, especially in the Digital 4.0 era, currently human resources as drivers are required to have the ability to use digital marketing to market their products. One of the MSME areas with creative business potential that can support the economy of the surrounding residents is Marga Mulya Village, North Bekasi District, Bekasi City. This study aims to find out how big the role of HR management is in driving and managing MSMEs in this digital era to utilize technological advances in this digital era to maximize the sales of the products they produce. Mastering technology is a skill that is needed in business management. If the ability to master technology can be achieved, the performance of MSMEs, especially in terms of marketing, can increase because we know that MSMEs are one type of business that has great potential in Indonesia.

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## **INTRODUCTION**

The success of an MSME lies in various aspects, one of which is how the MSME's ability to choose good resources that are able to run the MSME wheels run smoothly. Human resources in SMEs have a very large role in determining the progress and development of organizational performance. Therefore, the progress of MSMEs that are managed also depends on the quality and capability of the human resources that drive them (Widjaya, 2018). Until now there are still many MSMEs that carry out conventional resource management practices so conflicts between management and resources are created which have an impact on the continuity of these MSMEs. Therefore, it is necessary to have active participation of MSMEs in providing good training and development to increase the knowledge of human resources as MSME managers so that they are able to keep up with the times, especially in the current Industry 4.0 era. (Hidayat & Yuniati, 2021).

The presence of the Covid-19 Pandemic at the beginning of its existence has greatly crippled the world's economy, this condition also has a very large impact on economic actors, including in this case MSME players. The huge impact of the pandemic on MSMEs is considered very reasonable because MSMEs have made a large contribution to the national economy. According to data from the Ministry of Cooperatives, Small and Medium Enterprises (Cooperatives and MSMEs) for 2018, the number of MSME actors is 64.2 million or 99.99% of the total number of business actors in Indonesia. . The absorption capacity of MSME workers is as many as 117 million workers or 97% of the absorption capacity of the business world workforce. Meanwhile, the contribution of MSMEs to the development of the national economy (GDP) amounted to 61.1%, this shows that MSMEs have a very large role because large businesses are only able to contribute to the economic development of 38.9% contributed by large business actors, while the rest namely 5,550 or 0.01% contributed by other businessmen. (Sasongko, 2020) These MSMEs are dominated by micro-entrepreneurs, amounting to 98.68% with a workforce absorption of around 89%. Meanwhile, the contribution of micro-enterprises to GDP is only around 37.8%. (Sasongko, 2020) Based on the data above, Indonesia has the potential for strong national economic development because it is supported by a very large number of MSMEs where these MSMEs are able to absorb a very large workforce. The government and business actors must raise the 'class' of micro-enterprises to become medium-sized businesses.

Seeing this potential, how important is the management of human resources (HR) that drives MSMEs to be given more attention so that they can create entrepreneurs who can compete in this industrial era 4.0 Where in the industrial era using and utilizing digital technology systems, assistance was needed for human resources (HR) driving MSMEs to be more competitive in using and utilizing digital media in marketing the products they produce. Of course, this is the biggest challenge for SMEs. Empowerment of human resources has a very significant role and strategy for each activity process organization in realizing performance which is expected (Rohaeni, 2016). Efforts to create professional and competitive MSME human resources (HR) are expected to improve the performance of the MSME itself. Based on the description above, the formulation of the problem is what is the role of MSMEs so that the human resources (HR) driving MSMEs can compete in the current Digital era, especially for MSMEs in Marga Mulya Village, Bekasi City. This writing aims to describe and analyze the importance of the role of human resource competence (HR) as

a driving force for MSMEs in mastering technology in order to be able to compete in the current Industry 4.0 era.

## IMPLEMENTATION AND METHOD

This study uses qualitative methods, with data collection techniques used are direct interviews, and *library research*, both through websites, research articles, and written sources both printed and electronic media so that this research can be clarified (Sugiyono, 2018). The data collection method used is as follows:

### 1. Interview

Interviews are a way to collect data with a direct question-and-answer process to obtain clear direct data and information from relevant informants.

### 2. Observation

Observation is carrying out the process of observing directly the object of research

## RESULT AND DISCUSSION

### Analysis of MSMEs in Marga Mulya Village, Bekasi City

Geographically, North Bekasi District is located at 107.0037 east longitudes and 6.2063 south latitudes, with a height of 11 m above sea level. North Bekasi City has a very strategic location so it has advantages, especially in terms of the availability of adequate means of transportation and mobility to the center of the economy. In accordance with local regulation (PERDA), Bekasi City number 04 of 2004 concerning the Establishment of District and Village Administration Areas, North Bekasi District is divided into 6 Villages. It is undeniable that the existence of MSMEs in Indonesia has become the backbone of the economy. Approximately 88.8-99.9% of MSME business forms with employment reaching 51.7-97.2%. MSMEs have a proportion of 99.99% of the total business actors in Indonesia or as many as 56.54 million units. Therefore, cooperation for the development and resilience of MSMEs needs to be prioritized and is a shared responsibility between the community and the government. This shows how important HR competencies are as actors and drivers of MSMEs in creating entrepreneurs who are able to compete in this industrial era 4.0. (Widjaya, 2018) The Marga Mulya sub-district is in the North Bekasi sub-district which has conditions that are exactly adjacent to the Jakarta City area The following is a picture map of the North Bekasi area (BPS, 2022)

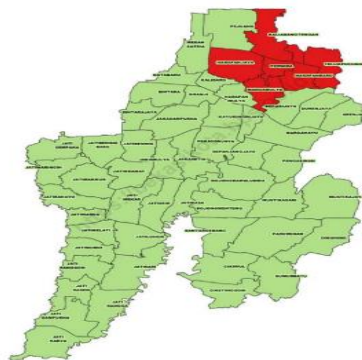


Figure 1. Bekasi City Map Image

The population of North Bekasi District, based on aggregate population data for 2022 semester 1 from the Director General of Population and Civil Registration of the Ministry of Home Affairs, is 332,953 people consisting of 167,361 male residents and 165,592 female residents. Meanwhile, the sex ratio in 2021 will be 101 for the male population to the female population. (BPS, 2022)

Based on the data obtained during the researchers' observations, you can study the characteristics of MSMEs in the North Bekasi area as explained below:

1. The hallmark of an MSME is that it has a place of operation that can be moved if needed at any time.
2. Has a production character, where the type of product or commodity produced is not always fixed. What is sold to customers can change at any time.
3. The main character of this type of business is that it does not yet have a sufficiently complete administration of financial arrangements. Financial management is often mixed with personal finance.
4. Most of these MSME business actors do not yet have business licenses and other proof of legal permits.
5. Business actors generally do not have access to banking. However, some business people already have access to non-banking financial institutions such as cooperatives and other types of financial institutions.
6. Human resources as MSME actors generally only rely on basic skills possessed based on experience not based on academic education.

Based on the results of the following research, we present data on the number of MSMEs in North Bekasi as follows:

**Table 1.** Total of MSMEs and conditions of business premises in North Bekasi 2022

Desa/Kelurahan Village/Kelurahan	Kelompok Pertokoan Shopping Complex	Pasar dengan Bangunan Permanen Markets in Permanent Building	Pasar dengan Bangunan Semi Permanen Market in Semi Permanent Building
(1)	(2)	(3)	(4)
1. Harapan Jaya	8	2	2
2. Kaliabang Tengah	6	3	3
3. Perwira	4	2	1
4. Harapan Baru	7	1	1
5. Teluk Pucung	10	1	1
6. Marga Mulya	13	4	2
<b>Bekasi Utara</b>	<b>48</b>	<b>13</b>	<b>10</b>

Source: BPS City of Bekasi

Based on the data above, from the six (6) sub-districts in North Bekasi, which consists of the Harapan Jaya sub-district, there are 8 MSME shopping groups, 2 markets with permanent buildings, and 2 markets with semi-permanent buildings. Kaliabang Tengah has 6 groups, has 3 markets with permanent buildings, has 3 markets with semi-permanent buildings. Perwira has 4 groups, has 2 markets with permanent buildings, has 1 market with semi-permanent buildings, Harapan Baru has 7 groups, has 1 market with

permanent buildings, has 1 market with semi-permanent buildings, Teluk Pucung has 10 groups, has 1 market with permanent buildings, has 1 market with semi-permanent buildings, 13 groups of Marga Mulya, has 4 markets with permanent buildings, has 2 markets with semi-permanent buildings. Based on these data, the Marga Mulya sub-district is indeed the subdistrict that has the most MSME groups in North Bekasi, so it is very appropriate to choose a place for assessment in this sub-district because it has complexity and a large number of existing MSMEs.

In the following, the author will describe the various MSME businesses in the Marga Mulya sub-district as follows :

**Table 2.** Overview of the types of MSME businesses in the Marga Mulya sub-district

No.	Region Name	Total of MSMEs	Type of business
1.	RW I	5	Food and Beverage, motorcycle repair shop
2.	RW II	4	Food and Beverage
3.	RW III	6	Food Beverage, Grocery store
4.	RW IV	5	Grocery store, motorcycle repair shop
5.	RW V	6	Food and Beverages, motorcycle repair shops, grocery stalls
6.	RW VI	4	Food and Beverage
7.	RW VII	6	Food and Beverages, motorcycle repair shops, grocery stalls
8.	RW VIII	5	Food Beverage, Grocery store
9.	RW VIII	4	Grocery store, motorcycle repair shop
10.	RW X	6	Food and Beverages, motorcycle repair shops, grocery stalls
11.	RW XI	3	Food and Beverage

Source: Research Result Data

### **Patterns of Human Resource Management (HR) to drive MSMEs in the digital era in MSMEs in the Marga Mulya sub-district, Bekasi city**

With the digital revolution 4.0, many changes have been made to MSMEs and there is a shift in consumer shopping styles from offline to online. Therefore, it is very important for prospective UMKM or MSME scale entrepreneurs to have sufficient insight. According to (Gramedia, 2022) There are certain criteria that a business can be said to be an MSME, the following is an explanation:

1. Microbusiness. A business can be said to be an MSME if it has a profit of Rp. 300,000,000, and have assets or net worth of at least Rp. 50,000,000. The criterion in UMKM is a business owned by an institution or business entity or an individual.
2. Small business. A small business is a business that has a small amount of income or profit. Profits from sales included in the small business category range from Rp. 300,000,000 up to Rp. 2,500,000,000.
3. Medium Business. A medium business is a business run by a person/individual business group that has been regulated according to the provisions of the law. To be called a medium-sized business, there are two characteristics. First, medium-sized businesses have an advantage of Rp.

2,500,000,000 up to Rp. 50,000,000,000 in one year. Meanwhile, the net worth of a medium-sized business is Rp. 500,000,000 in one year.

There are several obstacles to MSMEs in the Marga Mulya sub-district, North Bekasi sub-district, including lack of capital, marketing difficulties, intense business competition, difficulty with raw materials, lack of production technical knowledge and expertise, lack of managerial skills (HR) and lack of knowledge of financial management and the absence of financial (accounting) records. One factor that plays an important role in business is Human Resources (HR). So far, the development of human resources in MSMEs is the effort of many parties to assist MSME business development. This is mostly done through increasing knowledge in the fields of marketing, production techniques, and finance. Meanwhile, the skills of MSME actors themselves in the field of HR management receive less attention. Likewise, with MSME actors in the Marga Mulya Village, the majority of MSME actors in the village districts are still dominated by SMA/SMK graduates (62%), S1 (22%), D3 (6%), and the rest (10%) Education below SMA /SMK.

The following will present data on the percentage and population density in the North Bekasi District according to BPS in 2022 (BPS, 2022) as follows :

**Tabel 3.** Percentage of population and population density in the North Bekasi area

Desa/Kelurahan Village/Kelurahan	Persentase Penduduk Percentage of Total Population	Kepadatan Penduduk (per Km <sup>2</sup> ) Population Density per sq.km	Rasio Jenis Kelamin Penduduk Population Sex Ratio
(1)	(5)	(6)	(7)
1. Harapan Jaya	99,06	0,059512	99
2. Kaliabang Tengah	101,74	0,050027	102
3. Perwira	101,42	0,060057	101
4. Harapan Baru	102,89	0,094887	103
5. Teluk Pucung	101,35	0,051395	101
6. Marga Mulya	102,07	0,120985	102
<b>Bekasi Utara</b>	<b>101,07</b>	<b>...</b>	<b>101</b>

Based on the data above, there are very high levels of educational differences, especially for MSME actors who are in the Mulya family. Coupled with the level of population which also ranks second (2) highest for urban villages in North Bekasi, it is an added value that MSMEs I in the Mulya clan area deserve more attention by being given training and introduction to the use of social media and digital marketing of products produced in this MSME area. Digitalization is now a must, including the marketing aspect. Switching to digital must also be accompanied by an entrepreneurial spirit that continues to increase its capacity, is smart and careful in choosing products to be marketed and does not get complacent Digital marketing training is the right alternative in order to bridge MSME actors, especially micro businesses. During the pandemic, they experienced difficulties in direct (offline) marketing, so an online marketing strategy was needed through digital marketing (Kememkopukm, 2022)

## CONCLUSIONS AND RECOMMENDATIONS

The use of digital media in business management, one of which is through understanding simple digital marketing by utilizing social media, needs to be developed further so that MSME actors, especially the human resources who drive or manage MSME, are not "knowledgeable" (stuttering technology), especially in marketing their MSME products. in today's digital 4.0 era. Maximizing the role of MSME mobilization resources well is one of the efforts to market or promote a product through simple digital media such as social media so that it can reach consumers and potential consumers quickly and broadly. This research proves the importance of HR management by providing training to human resources driving MSMEs so that they master the use of technology in marketing their products, especially in the current digital 4.0 era where every business sector must have the ability to use technology, at least simple technology such as social media to support the success of its business.

The obstacle encountered in SMEs, especially in SMEs that are in the Marga Mulya sub-district environment, is the lack of access to technology for SMEs driving SMEs. related to maximizing the role of simple social media such as Instagram, Tik Tok, Whatshapp and even Facebook to maximize their use to promote their MSMEs through Digital Marketing of the MSME products they produce so that with the ability to use digital marketing media that is qualified, the target market for MSMEs will be wider and move forward.

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