

## **Increasing Human Resources Capacity Of Msme Markets Of Modern Tangereang South Tangereang**

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### **ABSTRAK**

Sulitnya keadaan di masa pandemi membuat keadaan ekonomi dalam negeri carut marut, khususnya pada pelaku usaha kecil dan menengah. Kegiatan pengabdian ini merupakan bentuk kepedulian dunia pendidikan terhadap keadaan lingkungan, khususnya di masa pandemi. Kegiatan pengabdian dilakukan di pasar modern BSD Tangerang Selatan. Metode kegiatan dilakukan dengan cara pelatihan pemasaran digital kepada pelaku usaha kecil dan menengah di pasar modern BSD. Selain itu, para peserta diajak praktek membuat toko digital di berbagai marketplace dalam negeri. Kemudian juga diajarkan tentang bagaimana melakukan penjualan secara internasional melalui marketplace ebay, alibaba, dan amazon. Hasil dari kegiatan ini adalah, menambah pengetahuan pelaku usaha kecil dan menengah pasar modern BSD dalam memasarkan produknya secara online. Kemudian membantu membuka toko digital, sehingga dapat menjual produknya secara online.

**Kata Kunci : SDM, UMKM, Pemasaran Digital**

### **ABSTRACT**

The difficult situation during the pandemic has made the domestic economic situation chaotic, especially for small and medium-sized businesses. This service activity is a form of concern for the world of education towards environmental conditions, especially during the pandemic. Service activities are carried out at the BSD modern market, South Tangerang. The activity method is carried out by means of digital marketing training for small and medium business actors in the BSD modern market. In addition, the participants were invited to practice creating digital stores in various domestic marketplaces. Then also taught about how to make sales internationally through the ebay, alibaba, and amazon marketplaces. The result of this activity is to increase the knowledge of small and medium businesses in the modern market of BSD in marketing their products online. Then help open a digital store, so they can sell their products online.

**Keywords : Human Resource, MSMEs, Digital Marketing**

### **INTRODUCTION**

Competence Every year credit to MSMEs grows higher than total bank credit. The number of Indonesian MSME industry business actors is among the largest among other countries, especially since 2014. It continues to experience development so it is estimated

that until the end of 2016 the number of MSME players in Indonesia will continue to experience growth (Hendawan, Kuswantoro, & Sucahyawati, 2019).

Micro, small and medium enterprises (MSMEs) have a very vital role in economic development and growth, not only in developing countries such as Indonesia but also in developed countries. In Indonesia, the role of MSMEs in addition to playing a role in development and economic growth, MSMEs also have a very important role in overcoming the problem of unemployment (Hamza & Agustien, 2019). The growth of micro-enterprises has made it a source of growth in employment and income opportunities. By absorbing a lot of labor, it means that MSMEs also have a strategic role in the government's efforts to fight poverty and unemployment (Halim, 2020). The contribution of the micro, small and medium enterprises sector to gross domestic product increased from 57.84% to 60.34% in the last 5 years. Labor absorption in this sector also increased from 96.99% to 97.22% in the same period.

In Tangerang, especially in the Cisauk District, the Modern Market has stood majestically in synergy with the bus terminal and the Cisauk KRL Station, as well as other Modern Markets that already exist in BSD, which are clean and modern and integrated with the Bus Terminal and Modern Market, Tangerang Regency, BSD Modern Market. The city in Cisauk is neatly arranged with stalls selling vegetables, fruit, spices, and the meat you need (chicken, duck, beef, goat, sea animals, etc.) as well as a poultry slaughter area. There are also many children's play areas and market stalls selling clothes, shoes and other necessities. With the Cisauk Station which is connected to the BSD City Intermodal Area, it is hoped that it can improve the local community's economy and provide job opportunities, especially in the Micro, Small and Medium Enterprises (UMKM) sector because it is close to the BSD City Intermodal Modern Market so that it will bring buyers from various places. , not only from Tangerang Regency. The BSD City Intermodal area is supported by various facilities, such as Atmajaya University, Prasetiya Mulya University, residential areas, as well as business and office areas, AEON Mall BSD City and Indonesia Convention Exhibition (ICE), Indonesia's Silicon Valley area, QBig BSD City. The Modern Market is designed to be accessible from various sides of the building so as to facilitate visitor orientation. Even the corner areas that are less productive are eliminated by maximizing the circulation of the flow of visitors to all

places in Pasar Modern. BSD Modern Market is one of the markets in BSD that has a modern concept.

The fairly good development of MSMEs in Tangerang Regency also creates several obstacles in increasing the competitiveness of products in the market. Kala'lembang (2020) revealed that the problems faced by MSMEs came from internal and external factors. First, MSMEs face constraints of limited capital. Second, MSMEs face problems with human resources who have limited knowledge and skills. Third, weak business networks and market penetration due to the limited number of products and product quality that are not yet competitive to be able to compete with large businesses that already have a marketing network and use technology well (Suwarni & Handayani, 2020). Fourth, the flood of imported goods as an implication of free trade.

The purpose of this training and mentoring is to assist business actors in proper HR management for MSME business actors in the Tangerang Regency area by referring to governance in the field of HR management. As for several things that the team did in this service activity, they provided socialization of HR management which focused on knowledge of general management and HR management so that they could improve their performance or productivity (Febriyantoro & Arisandi, 2018).

Viewed from the side of management as an art, it is related to a person's abilities and skills in completing work (Darwanto, Raharjo & Hendra, 2018). Another opinion regarding management in terms of process is a unique process, which consists of planning, organizing, moving, and controlling actions that are carried out to determine and achieve predetermined goals through the use of human resources and other resources (Astuti & Wahyuni, 2018).

### **Human Resources**

In HR, often human resource management to improve performance is the process of acquiring, training, appraising, and compensating employees and for managing labor relations, health and safety, as well as matters relating to justice (Astuti & Wahyuni, 2003). 2018). Its important role as the 'backbone' of the Indonesian economy is not demonstrated by its significant growth every year. The growth of MSMEs in Indonesia continues to decline, especially in the service industry. From 1997 to 2016, the difference in the decline in the number of MSMEs reached 2.59% (Central Bureau of Statistics, 2020). Utilization, development, assessment, remuneration and management of

individual members of the organization or group of workers (Soetrisno, 2016). Human resource management is the recruitment, selection, development, maintenance, and use of human resources to achieve both individual and organizational goals. In the service sector, workers do not know the flow of channels so that distribution is not only ineffective but the value creation process cannot be built.

### **Micro, Small and Medium Enterprises (MSMEs)**

The role of MSMEs cannot be separated from the efforts of *stakeholders* to realize growth while at the same time elevating the welfare of MSME actors (Hardilawati, 2020). One indicator of increasing the welfare of SMEs is the increase in SME income (Alfrian & Pitaloka, 2020). This condition is expected to be achieved, by maximizing the digital marketing strategy, which is specially designed for SME players in the modern intermodal market, BSD City, Tangerang Regency in the midst of the COVID-19 pandemic. consumer behavior in choosing and conducting buying and selling transactions. This situation encourages MSMEs to be able to improve and innovate, not only to survive, but also to be able to enjoy the financial benefits of technological changes that are currently happening (Pakpahan, 2020; Setyorini, Nurhayati, & Rosmita, 2019).

This condition encourages the need for efforts to focus more on human resource development with the following objectives (Fitriyani, Sudiyarti & Fietroh, 2020):

1. To increase the contribution of employees to the organization in order to achieve the productivity of the organization concerned. This can be understood because all organizational activities in achieving goals, depending on the humans who manage the organization concerned. Therefore, these human resources must be managed in order to be efficient and effective in achieving organizational goals. Help the company find the type and number of employees to meet the company's strategy and goals
2. Create an atmosphere that can encourage each employee to develop their skills
3. Maintain performance and increase productivity
4. Establish and maintain relationships between employees and owners
5. Maintain a safe and healthy work environment
6. Improve employee discipline and work effectiveness

## **METHOD**

Training designed to develop human resources through a series of activities of identification, assessment and a planned learning process. To overcome the existing problems, the team will conduct training and counseling for MSME players in the BSD city intermodal modern market, Tangerang Regency in the midst of the Covid-19 pandemic.

Partners' participation in the implementation of the PKM program is very cooperative by giving permission to the team to carry out community service, providing information in the form of information or data needed until the implementation plan is in the form of training / mentoring activities later. The development of infrastructure requires the participation of partners and the local government/related institutions as well.

### **Realization of Problem Solving**

The realization of problem solving in Community Service for MSMEs in the modern intermodal market, BSD city, Tangerang Regency, has resulted in several things as input that can be carried out by postgraduate lecturers, including:

1. Making new findings in the field of science and innovation that can improve the progress of SMEs.
2. Build mutually complementary cooperation. Where universities act as sources of learning and SMEs as partners in developing science and technology.
3. Can provide solutions to problems faced by SMEs such as marketing, finance, product and technology development, and management development.

In this PKM activity, several methods are used, namely:

1. Information/data collection and brainstorming with direct interviews and using questionnaires to MSME actors in the BSD internode modern market) during the Covid-19 pandemic
2. Management Training in the form of providing education on HR training and its application Digital Marketing ( by providing counseling to MSME players in the internoda BSD modern market) during the Covid-19 pandemic.

## **DISCUSSION**

### **Modern Market**

The economy in BSD City which has a vital role for the community and is part of the Smart City itself where visitors can shop like in a traditional market comfortably and safely, the Market as Part of the Smart City "to MSME actors. One of the components of Smart City is the smart economy, which requires smart people and smart infrastructure & technology to run it. Thus, increasing the capacity of MSME players in the BSD City Modern Market related to technology is needed in order to support the successful implementation of the Smart City concept and optimize the benefits of the BSD City Modern Market for both traders and the public in general.

### **Preparation**

Stage The preparatory stages required in this PKM activity include:

1. At this stage a site survey is conducted at the modern market of SMEs in BSD city, South Tangerang City
2. Team Coordination Meeting. At this stage the meeting is about the division of tasks, making an implementation schedule, starting from preparation, implementation, to evaluation and preparation of reports.

### **Stages of Community Service Implementation**

In the implementation of the service, several things were conveyed, including:

1. Training of MSEs' HR capacity

For three days, at the beginning of each service activity, material was delivered on improving the quality of HR as MSME business actors. The material presented includes strengthening creativity, innovation, and sensitivity to change. In the creativity material, the basic and fundamental skills as SMEs are explained, namely having good communication skills and personality of traders, besides being able to disseminate merchandise through many sales media. Furthermore, the innovation material is conveyed about the ability to make changes and present something different, both products sold and services. In the delivery of innovation material, examples of the forms of innovation that have been carried out by several SMEs were also presented, so that the participants got a more realistic picture of MSME innovation activities. Furthermore, it is conveyed about sensitivity to changing times, consumer behavior, and other factors such as social, economic and political. This is

conveyed by including several examples and videos. He conveyed the material on environmental change, it is hoped that sensitive and adaptive behavior will be embedded in situations and conditions, for example the current pandemic situation. With knowledge of change, MSME actors in the BSD modern market can take some creative and innovative actions, so that they can exist.

## 2. Digital Marketing Training

After being presented about increasing the capacity of human resources as a driving force for business, then the online marketing skills are explained. This training was delivered as a provision of special skills in selling products in the digital era, especially during a pandemic. The digital marketing training explained about the marketplace and several ways of digital marketing, such as selling internationally through several international platforms (ebay, alibaba, amazon). The participants were explained about how to create an online store in digital markets such as shopee, tokopedia, open lapak, and other digital markets, including personal websites. Then it is explained about the digital market system, such as how to become a supplier, become a wholesaler, reseller, reagent, dropship and official saler.

## 3. Social media

Utilization training In social media utilization training, specifically taught about how to do promotions through social media platforms, such as advertising on tiktok, advertising on youtube, advertising on FB, advertising on Instagram, and advertising on other online media. Then it is also taught, how to maximize trending, hashtags, and keywords in online business search engines, so that the store or its products can be spread to various consumers around the world. Thus, there will be an increase in the dissemination of product information, which will result in an increase in revenue.

## **Evaluation**

Stage The evaluation stage is the final stage after all the PKM activities have been carried out. It is hoped that there will be improvements and suggestions that can be continued for further PKM activities by making MSME actors in the BSD intermodal market as partners or Campus Assistance in providing benefits to the community.

## CONCLUSION

Conducting Service to MSME Participants in continued assistance by Motivating the MSME Community in the BSD Intermodal Market to Rise Mandiri to be successful and creative with HR and Digital Marketing training for MSME entrepreneurs to develop their business to be advanced and restore their turnover.

In Community Service to MSME participants in training assistance how to make the business advanced by using technology applications to market their business not only around the BSD Intermoda area but also throughout the archipelago using FB, WA, Instagram and others by collaborating with Grab , Go-Jek, JNE, Tiki to expedite Sales Distribution so that it reaches buyers quickly. Provide ongoing assistance and training in the Intermodal market so that when using the digitization of MSMEs with technological advances such as FB, WA, Instagram and others, they can be on target and able to compete.

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