

How To Increase Income Through Cross Training System Skill On MSME Depok

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Submitted: 22th Oct 2021/ **Edited:** 20th Dec 2021/ **Issued:** 01st Jan 2022

Cited on: Amalia, S., Sutisna, A., & Deni, D. (2022). How To Increase Income Through Cross Training System Skill On MSME Depok. *Jurnal PKM Manajemen Bisnis*, 2(1), 20-27.

ABSTRAK

Pengelolaan SDM yang tidak dilakukan secara terorganisir tentunya akan menjadi masalah dalam usaha yang dijalankan oleh UMKM. Pengembangan sumber daya manusia perlu dilakukan untuk meningkatkan efektivitas dalam kegiatan UMKM salah satu alternatif pengelolaan SDM di masa pandemi yang dapat memberikan nilai tambah sehingga bermanfaat bagi kegiatan UMKM itu sendiri. Salah satu pengembangan yang dapat dilakukan adalah dengan menambahkan kompetensi antara satu bagian dengan bagian yang lain atau cross training. Melihat permasalahan yang dihadapi maka langkah-langkah yang dilakukan untuk mencapai tujuan dan sasaran kegiatan ini maka diadakan pendekatan kepada instansi terkait yaitu para masyarakat pelaku UMKM melalui workshop dan sosialisasi serta pelatihan berupa penjelasan penerapan ilmu manajemen dalam pengelolaan keuangan berbasis teknologi finansial dalam upaya dan strategi mewujudkan UMKM sejahtera dan mandiri. Setelah dilakukannya cross training diperoleh peningkatan persentase jumlah peserta dengan keahlian lebih dari satu menjadi 70%. Melalui penambahan skill peserta UMKM ditemukan bahwa hasil output harian meningkat sebesar 70 sampai dengan 80 packs per hari. Namun berdasarkan kuisioner dapat dilihat bahwa terdapat skill yang tidak dapat dikembangkan hanya melalui metode cross training. Tujuan umum dari kegiatan pengabdian kepada masyarakat ini adalah Memberikan pelatihan dan pengetahuan secara praktis ilmu manajemen sumber daya manusia dalam meningkatkan skill antar karyawan yang berdampak pada peningkatan profit UMKM yang tergabung pada UMKM Jabar Juara. Metode yang digunakan adalah metode survey dan penyampaian materi secara online maupun offline serta simulasi dan diskusi mengenai manajemen sumber daya manusia. Kesimpulan dari pengabdian kepada masyarakat ini adalah bahwa akan dilakukan pendampingan dalam manajemen sumber daya manusia dalam pengembangan Usaha Mikro, Kecil dan Menengah dalam upaya mewujudkan kesejahteraan masyarakat kota Depok khususnya masyarakat penggiat UMKM.

Kata Kunci : Pendapatan, Skill, Cross Training

ABSTRACT

Human resource management that is not carried out in an organized manner will certainly be a problem in businesses run by MSMEs. Human resource development needs to be carried out to increase effectiveness in MSME activities, one of the alternative HR management during the pandemic that can provide added value so that it is beneficial for MSME activities themselves. One of the developments that can be done is to add competence between one part and another or cross training. Seeing the problems faced,

the steps taken to achieve the goals and objectives of this activity, an approach was held to related institutions, namely the community of MSME actors through workshops and socialization and training in the form of explanations on the application of management knowledge in financial technology-based financial management in efforts and strategies to realize MSMEs are prosperous and independent. After the cross training, the percentage of participants with more than one skill increased to 70%. Through the addition of the skills of MSME participants, it was found that the daily output increased by 70 to 80 packs per day. However, based on the questionnaire, it can be seen that there are skills that cannot be developed only through the cross training method. The general purpose of this community service activity is to provide practical training and knowledge of human resource management in improving skills among employees which has an impact on increasing the profits of MSMEs who are members of the West Java Champion MSMEs. The method used is a survey method and delivery of materials online and offline as well as simulations and discussions on human resource management. The conclusion of this community service is that there will be assistance in human resource management in the development of Micro, Small and Medium Enterprises in an effort to realize the welfare of the people of Depok City, especially the MSME activist community.

Keywords : Income, Skills, Cross Training

INTRODUCTION

Entrepreneurship and small business are closely related, but there are some differences between the two even though the difference is very small (Thaha, 2020). The difference between entrepreneurship and small business according to Griffin and Ebert, the so-called entrepreneurs are those who bear the risk of owning their business with growth and expansion as the main goal (Rifa'i, M., Suprihatin, S., & Agustim, 2019). Small business owners are often characterized as entrepreneurs but many do not have the desire to expand their business as true entrepreneurs do Micro, Small and Medium Enterprises (MSMEs). MSMEs are one of the drivers of the people's economy that make a significant contribution to spurring the economy in Indonesia (Mulyono, H., & Hadian, 2019).

This is because most small and medium entrepreneurs come from family or home industries and the absorption capacity of MSMEs for a workforce is very large and close to small people (Ihza, 2020). In addition, MSMEs are a form of business that in an economic crisis can survive, as has happened in Indonesia and as one of the development programs launched by the Indonesian government to continue to grow and advance. So that MSMEs can continue to develop and progress, of course, they need a strategy, namely by strengthening the role of Micro, Small and Medium Enterprises (MSMEs) so that they can become a real solution in overcoming unemployment. However, due to the many

problems, the quality growth of MSMEs has not changed significantly. The problems faced by MSME actors include the lack of knowledge and awareness of the importance of financial planning (Irawati, AR, Kurniawan, D., Yusman, M., & Ibrahim, 2019).

No company can operate without resources. There are six types of resources that are generally empowered in a company or organization. These resources include man (human), money (money), material (physical), machine (technology), method (method), and market (market). Human resources are one of the most important resources of the establishment of a company or organization. Human resources have a role as thinkers, movers, and implementers in an organization. The unique side of human resources itself is that humans are able to develop their own potential. However, this is also the basis that humans as an important resource need a management system (Abdullah, 2017).

Management is a series of activities ranging from planning, implementation, to analysis in a process (Riniwati, 2016). Human resource management plays a role in obtaining, assessing, compensating, and maintaining employees both in terms of health or safety and justice. Through the right management system, the diverse character of human resources with different levels of competence will be able to be mapped according to the needs of each part of a company.

Micro, Small and Medium Enterprises (MSMEs) are a form of business or individual business that is run by individuals, households, or business entities. A business entity is said to be a small business entity if it meets the criteria in terms of net worth. A small business entity has a net worth of Rp. 50,000,000 (fifty million rupiah) with a maximum value of Rp. 500,000,000 (five hundred million rupiah).

Micro, Small and Medium

Enterprises The definition of Micro, Small and Medium Enterprises (MSMEs) is regulated in the Law of the Republic of Indonesia number 20 of 2008 article 1. Micro enterprises are productive businesses owned by individuals and or individual business entities according to predetermined criteria. Small business is a productive business that stands alone, either individuals or business entities that are not subsidiaries, branches, or part of medium or large businesses (Santika, ZD, & Maulana, 2020). Meanwhile, a medium-sized business is a productive business that stands alone, either an individual or a business entity that is not a subsidiary, branch, or part of a large business and has a net worth or annual sales results.

The results of the coordination meeting at the SNPK Ministerial level and poverty alleviation through empowerment, the purpose of micro-enterprises is to grow and develop their business in the context of building a national economy based on equitable economic democracy.

MSMEs are an important pillar in the Indonesian economy based on data from the Ministry of Cooperatives and MSMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07% or worth 8,573,809 Trillion Rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total workforce and can collect up to 60.4% of the total investment, but the high number of MSMEs in Indonesia is also inseparable from the existing challenges.

According to Bappenas, in Indonesia MSMEs have a fairly large contribution or role, namely the expansion of job opportunities and employment. Quoted from Indonesian micro, small and medium enterprises in (2001) Tambunan's sincere work, MSMEs have an important role in economic development and growth. Its role is generally felt not only in developing countries, but also in developed countries. MSMEs are very important due to their ability to absorb more labor than large businesses. The contribution of MSMEs to the formation or growth of gross domestic product or abbreviated as GDP, is greater than the contribution of large businesses (Anggraini, R., & Putri, 2020).

Training

Training as a form of employee development is a continuous process (Widodo, T., Alamsyah, N., & Utomo, 2018). New problems, new procedures, new equipment, knowledge or new positions always arise in dynamic organizations. To deal with these changes required direction, guidance to workers. The emergence of new conditions, such as the COVID-19 pandemic, encourages business actors to continue to pay attention and develop sustainable development programs.

According to Priyono and Marnis, development is an effort to improve the technical, theoretical, conceptual and moral abilities of employees according to the needs of the job/position through education and training (Irawati, 2018). Special education is associated with increasing general knowledge and understanding of the environment as a whole. While training is an effort to increase the knowledge and skills of an employee to do a particular job.

Cross Training

In 1996, Volpe, Cannon Bowers, Salas, and Sectors explained that the Cross Training is an instructional strategy that makes an employee have the responsibility to train his co-workers (Novianti, D., & Deswati, 2018). The purpose of the Cross Training is to improve the abilities of an employee through the introduction of the roles of co-workers with different duties and responsibilities.

In 1998, Blickensderfer et al, classified cross training into three types, namely, positional clarification, positional modeling, and positional rotation. Positional clarification is a type of cross training that is carried out verbally through a discussion forum. Team members will explain in general the duties, responsibilities, and abilities that must be possessed in each section. In the positional model, team members do not only explain the job description verbally but also through field observations. And the last one is positional rotation, where team members are given the opportunity to directly practice the work done in other parts (Basmantra, IN, Kusumaningtyas, A., & Firmansyah, 2020).

METHOD

The target audience in this Community Service is all MSMEs who are members of West Java Champion Depok City, so that with good financial processing by means of the type of output that will be generated from each solution, namely providing assistance to the community related to the urgency of implementing business allocation in efforts and strategies to realize independent prosperous MSMEs in Depok City or MSMEs can independently process these business funds for the welfare of West Java MSMEs, the champions of Depok City.

The training method applied based on solutions to problems in West Java MSMEs, Depok City Champion Community Service (PKM) will be carried out at the Depok City Cooperative Training Center Building.

Training Methods 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 for MSMEs in West Java, the Champion of Depok City.

Methods

Lectures, Discussions, Practices and Questions and Answers about management in the development of West Java Champion MSMEs, Depok City

DISCUSSION

After the PKM activities were carried out in collaboration with West Java Champion MSMEs, a questionnaire was conducted for 30 participants. The skills used in these MSME activities include cooking, packaging, promotion/marketing, delivery, and bookkeeping. Based on the results of interviews, it is known that the average daily production is 500 packs. Through a questionnaire, data was collected regarding the number of skills of MSME participants before the cross training and after cross training was carried out.

Table 1. Expertise Category

No	Category	Before Cross Training		After Cross Training	
		Number of people	Percentage	Number of people	Percentage
1	Has 1 skill	24	80%	9	30%
2	Has expertise > 1	6	20%	21	70%

Source: PKM activities, 2021

Table 2. Comparison Expertise

No	Type of Expertise	Number of Participants (Persons)	
		Before	After
1	Cooking	14	16
2	Packaging	9	17
3	Promotion	7	14
4	Delivery	4	4
5	Bookkeeping	2	3

Source: PKM Activities, 2021

Based on the results of the questionnaire, it can be seen that before cross training, the percentage employees who have more than 1 skill (multi skill) is only 20%. Meanwhile, after cross training, the increase was 70%. After doing cross training, observations were made on daily production results, and an increase of 70 to 80 packs was obtained. Through these data, it can be concluded that the addition of skills possessed by MSME participants is in line with the amount of output that can be produced per day.

It can be concluded that not all skills can be improved through cross training. Examples such as delivery or delivery skills. Many supporting things are needed for these

skills, such as vehicles for delivery mobility, driving skills, and knowledge related to the delivery area coverage. In this case the flight hours of the participants will also affect the development of these skills.

CONCLUSION

After cross training, the percentage of participants with more than one skill increased to 70%. Through the addition of the skills of MSME participants, it was found that the daily output increased by 70 to 80 packs per day. There are skills that cannot be developed only through the cross training method.

A deeper study of the material presented during the cross training process. It is hoped that the cross training method can continue to be applied accompanied by routine evaluations that can be determined by the head of MSMEs. So that all elements can work together in building the improvement of the national economy through the progress of improving the welfare and independence of MSMEs in the regions.

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