

Technology-Based Human Resource Development Strategy to Strengthen the Community Economy in MSMEs in Kampung Batik Rejomulyo

Yanik Khikmatul Rohmania ¹, Intan Mutaharoh ², Siti Umi Sa'adatur Rohmah ³,
Mokhamad Arwani ⁴, Ratih Pratiwi ⁵
^{1,2,3,4,5} Wahid Hasyim University, Semarang, Indonesia

E-mail: yanikkhikmatul@gmail.com, intahmutaha@gmail.com,
umisaadatur08@gmail.com, m.arwani@unwahas.ac.id, rara@unwahas.ac.id

ABSTRACT: This paper provides a comprehensive overview of the development of Human Resources by using technology to strengthen the community's economy in batik village MSMEs. This research focuses on technology-based human resource development strategies to strengthen MSMEs. This research uses a qualitative descriptive method, meaning that the information collected is in the form of words and pictures. The data collection techniques used in this study are observation, interviews, and documentation techniques to find information about strategies in developing technology-based human resources to improve the economy of the local community. The technology-based Human Resources (HR) development strategy is a crucial step to strengthen the community's economy, by increasing the capacity of human resources through the use of technology, MSMEs in this batik village can increase production efficiency, expand market reach, and compete more effectively in the global market.

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1. INTRODUCTION

The rapid development of information and communication technology (ICT) has created new opportunities in various sectors, including the economic sector. One of the sectors most affected by this development is Micro, Small, and Medium Enterprises (MSMEs), which play an important role in Indonesia's economy. (Tri Saputra et al., 2020) In the midst of the challenges of globalization and increasingly fierce competition, the development of technology-based Human Resources (HR) is an urgent need, especially for MSMEs who want to survive and develop.

Micro, small and medium enterprises (MSMEs) are businesses that may be familiar to our ears, and even we often find them in the midst of society and are growing rapidly. Micro, Small and Medium Enterprises where a business is managed by individuals or individuals where the difference is the number of managers or employees, turnover, wealth of the business, so not all can be said to be MSMEs depending on the classification and category. (et al., 2019) Currently, the micro, small, and medium enterprises (MSMEs) sector in Indonesia has the ability to assist the government in providing labor for the community. To encourage Indonesia's economic growth, the Indonesia government has allocated a lot of funds through its policies to encourage the millennial generation to be entrepreneurial, especially technology-based businesses such as startups. (Mahpuz, 2021)

Therefore, human resources (HR) are the main component of the development process in building the role of MSMEs. Therefore, the quality of human resources must continue to be improved and directed to achieve the expected goals. Human resources that are superior physically and mentally will increase the country's competitiveness and independence and support national development. (Septina, 2018) The development of technology-based human resources is very important in improving employee performance and productivity, as well as strengthening the community's economy in MSMEs. In the era of globalization, the role of quality human resources is urgently needed to improve the competitiveness and ability of companies to face increasingly fierce competition.

To play this role, Indonesia MSMEs must continue to improve themselves by creating competitiveness at the international level. However, MSMEs still face many problems when developing. As a result, MSMEs need to continue to be trained, especially from the internal side. The quality of human resources (HR), work ethic, entrepreneurial spirit, and business instinct are two internal factors. The second factor is the management aspect, which includes the ability to *planning, organizing, actuating* and *controlling*. (Arfin, 2022)

One type of creative industry that enlivens the global market is the batik industry. Kampung Batik Rejomulyo in Semarang is an example of an area that has great potential in the creative industry, especially in batik production. However, to strengthen competitiveness and expand the market, a strategy for developing human resources that are able to adopt technology effectively is needed. Improving human resource capabilities in the field of technology will not only improve production

efficiency, but also open up new opportunities in product marketing and distribution, both in domestic and international markets.

The development of technology-based human resources can improve employees' ability to use technology in accordance with job needs. That way, employees can be more effective and efficient in carrying out their duties, thereby improving the company's performance and productivity. (Adde et al., 2023) In addition, human resource development can also improve employees' ability to deal with ever-evolving technological changes, so that companies can stay ahead of business competition.

To maximize the development of MSME human resources, collaboration is needed by involving the participation of various parties in improving the quality and progress of MSMEs (Najmudin, 2023) Collaboration with various parties such as Pokdarwis (Tourism Awareness Group), RT/RW chairmen, and creative industry players is also very important. Through this collaboration, Kampung Batik Rejomulyo MSMEs can expand their network, get support, and share relevant knowledge and skills for business development. With solid cooperation, MSMEs can more easily overcome challenges and achieve greater success.

In the context of Kampung Batik Rejomulyo MSMEs, technology-based human resource development and collaboration with various parties are very important to improve employees' ability to face increasingly complex business challenges. Thus, the company can improve performance and productivity, as well as strengthen the economy of the surrounding community.

2. METHOD

This research is located in Rejomulyo Batik Village where batik artisans live and work. This research examines or discusses "Technology-Based Human Resource Development Strategies to Strengthen the Community Economy in Rejomulyo Batik Village MSMEs". This research uses a qualitative descriptive method, meaning that the information collected is in the form of words, pictures, not numbers.

The sources of information (respondents) in this study include several parties such as Pokdarwis (Tourism Awareness Group), heads of RT/RW, creative industry players, and the local community. The data collection techniques used in this study are observation, interviews, and documentation techniques to find information about strategies in developing technology-based human resources to improve the economy of the local community. By using this descriptive qualitative research

method,(Suryani et al., 2023) The researcher hopes to provide a comprehensive overview of the challenges and strategies for developing effective technology-based human resources in improving the economic welfare of the residents of Kampung Batik Rejomulyo.

3. RESULT AND DISCUSSION

1.1. Increasing Human Resource Capacity Through Technology

Rejomulyo Batik Village, located in Semarang City, is one of the traditional batik production centers known for its quality and uniqueness of its motifs. As part of Indonesia's cultural heritage, batik has high artistic value and is one of the leading products in the creative economy sector. However, along with the times, MSMEs in Kampung Batik Rejomulyo face various challenges, especially in terms of competitiveness in the global market and adaptation to technology that continues to develop.

One of the main keys to overcoming this challenge is through the development of technology-based Human Resources (HR). Technology can be a very effective tool in improving productivity, product quality, and market reach. However, optimal use of technology requires skilled human resources who have a good understanding of the use of technology in various aspects of business, from production to marketing.(Apriliana & Nawangsari, 2021)

The first step in this strategy is to provide training to MSME actors in Kampung Batik Rejomulyo. The training includes the use of design software to create new batik motifs, digital inventory management, and the use of *e-commerce* platforms to expand the market. With this training, it is hoped that batik craftsmen will not only be able to improve work efficiency, but also be more creative in developing designs that are in accordance with market trends. This training is usually provided or facilitated by the head of the local RT/RW, by developing creative ideas of batik craftsmen, to compete in the international market.

Increasing business efficiency by achieving an economical business scale can increase the competitiveness of Batik Rejomulyo MSMEs. This can be done by optimizing the production process and reducing operational costs. Business actors collaborate with several other MSME actors to utilize and process waste from batik cloth to be used as goods with selling price value. For example, it is used as hats, sandals, scarves, and many more.

Product quality development through the use of technology and training can increase the competitiveness of Batik Rejomulyo MSMEs. This can be done by improving product quality through the use of technology by monitoring trends and interests from consumers to adjust the products offered. Human Resources (HR) skills and knowledge development process (Fajriyani et al., 2023) by utilizing technology to increase work effectiveness and efficiency. In the context of MSMEs, such as in Kampung Batik Rejomulyo, this includes training on the use of technology devices in various aspects of business, including production, marketing, and management.

1.2. Human Resources and MSME Development

A strategic process that aims to improve the skills, knowledge, and abilities of MSME actors in managing their businesses, especially in the batik industry. Kampung Batik Rejomulyo is an area known for its traditional batik production, and the development of human resources here focuses on aspects that can strengthen business competitiveness and sustainability amid modern challenges. The Semarang Regional Government has developed policies, programs, and strategies for the development of MSMEs. To optimize the development of MSMEs, training, coaching, mentoring, and development programs are carried out at the district/city level. (Mustaqim & Fauzi, 2022)

Human Resource Development Effective human resource development strategies through training, and career development can improve employee performance and the competitiveness of Batik Rejomulyo MSMEs. This can be done by improving the technical, theoretical, conceptual, and moral abilities of employees. Business actors provide job opportunities for housewives who have more free time, they can make this job a side job. Business actors provide a little flexibility in working hours, but still ensure that the work is completed on time by agreeing on a realistic deadline to complete the given work, and continue to conduct regular monitoring to ensure that the given work is completed according to the desired time and results.

The process of developing the capacity of MSME human resources is to encourage the community to think creatively and be responsive to the environment, empower resources, and utilize existing potential to meet the needs of the community. This encourages the community to be able to create and innovate with

the resources around them to make products that have added value. It encourages people to set up businesses and develop their products for sale.

Here are some important aspects of the development of MSME human resources in Kampung Batik Rejomulyo:

- a. Technical and skill training, with training on modern batik design techniques that still maintain traditional uniqueness and improve skills in the batik production process, starting from material selection, dyeing, to efficient craftsmanship techniques without compromising quality.
- b. Increasing managerial capacity, Training on business management which includes planning, financial management, and business strategy. (Muhammad, 2021) This is important so that MSME actors can run their businesses in a more structured and growth-oriented manner.
- c. The development of creativity and innovation, to encourage MSME actors to continue to innovate in creating new motifs and products that suit market tastes while maintaining cultural identity.

With this comprehensive human resource development, MSMEs in Kampung Batik Rejomulyo are expected to strengthen their position in the market, improve product quality, and maintain business sustainability in the midst of global competition.

1.3. Digital Marketing to Expand the Market

In addition to production, technology also plays an important role in marketing. By utilizing social media, websites, and *e-commerce* platforms, MSMEs in Kampung Batik Rejomulyo can reach a wider range of consumers, both domestically and abroad. Digital marketing allows Rejomulyo's traditional batik products to be known more widely, while significantly increasing sales. This marketing strategy also allows for closer interaction with consumers, which can ultimately increase customer loyalty.

The use of digital technology such as using social media for promotion and the use of *e-commerce* as a sales medium can increase the competitiveness of Batik Rejomulyo MSMEs by increasing public awareness and increasing sales. Business actors also try to create the uniqueness of their own products so that they have characteristics that can distinguish them from other batik artisan products.

In the digital era, marketing is no longer limited to conventional methods. For MSMEs such as Cinta Batik Semarang, digital marketing is an important tool in

expanding the market and increasing sales. Platform *e-commerce* such as Shopee offers a great opportunity for MSMEs to reach a wider range of consumers, (Mustafa, 2021) both domestically and internationally.

In its marketer, Cinta Batik Semarang offers online purchases, which almost all Indonesia people are familiar with the shopping application. One of them is the orange store platform or commonly called Shopee. The name used in the application is "Cinta Batik Semarang". Like other shops, this batik shop also has an interesting description and includes information about the materials, manufacturing techniques, and uniqueness of the batik motifs offered. Not only that, high-quality product photos that accurately display the details of batik motifs and colors. An attractive photo will more easily attract the attention of potential buyers. And set competitive prices by considering market prices, production costs, and profit targets. As well as taking advantage of Shopee's promotional features to offer discounts or product bundling. That way, *customers* will be interested in buying these batik products.

Another innovation that almost everyone knows is using social media such as Instagram, Facebook and Tiktok to promote Cinta Batik Semarang products. By creating interesting visual content, such as batik making videos, stories behind certain motifs, or testimonials from customers. This is more in demand, especially in Generation Z (Gen Z), with the use of social media dominated by Generation Z, this is a particular interest in that generation.

By implementing this digital marketing strategy, Cinta Batik Semarang can take advantage of the full potential of platforms like Shopee and expanding market reach can significantly increase sales. In addition, a strong presence on social media will also help build a brand that is known and appreciated by consumers. By looking at positive reviews and testimonials from various social media applications and Shopee. Good reviews increase trust and attract more buyers.

4. CONCLUSION

The technology-based Human Resources (HR) development strategy is a crucial step to strengthen the community's economy, especially in MSMEs in Kampung Batik Rejomulyo. By increasing human resource capacity through the use of technology, MSMEs in this village can improve production efficiency, expand market reach, and compete more effectively in the global market. Training in the use of

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technology, both for production and marketing, opens up new opportunities for batik artisans to innovate and adapt to dynamic market developments.

The development of technology-based human resources is a very important strategic step to strengthen the community's economy in Kampung Batik Rejomulyo. By improving the skills and technological knowledge of MSME actors, they can be more competitive in facing global market competition. The implementation of this strategy will not only increase the productivity and quality of batik products, but also expand market reach, so that it can make a significant contribution to local economic growth.

Thus, technology-based human resource development is not only about adapting to change, but also about empowering local communities to reach their full potential in the batik industry, while maintaining the relevance and sustainability of the business in the midst of global competition.

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