



THE ROLE OF HUMAN RESOURCE MANAGEMENT IN IMPROVING STREET VENDOR BUSINESS IN KUTA MANDALIKA

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ABSTRACT

This study aims to examine the role of human resource management in improving street vendor business in Kuta Mandalika and the obstacles passed in increasing street vendor business in Kuta Mandalika. This research was conducted using a qualitative approach. Data analysis techniques are the process of systematically searching and compiling data obtained from interviews, field notes, and other materials so that they can be easily understood and the findings can be informed to others. The result of this study is that the role of human resources in street vendors in Kuta Mandalika is very important in increasing the income of the people there. With this, traders can manage their trades. Street vendors can compete fairly with other vendors. The obstacle that is often experienced is the lack of knowledge of street vendors about their trade management. Awareness of street vendors' compliance with local government regulations.

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INTRODUCTION

In order to help human resource activities, organisations, or businesses in achieving predefined objectives, human resource management addresses a variety of issues that affect employees, workers, managers, and other workers (Susan, 2019; Herdilah et al., 2023). In order to execute activities that will assist the firm reach its objectives, managers must make sure that

the organisation or company has the appropriate personnel available at the appropriate time and location (Nurvitasari, 2017).

Human resource management is acquiring, managing, and maintaining human resources as the most valuable assets of an organization through planning, organizing, and controlling human resources to achieve organizational goals (Aula et al., 2022; Rico et al., 2023). Nugrahanti said human resource management increases organizational resilience at the individual, team, or group level, even the organization itself. Various factors at various levels, such as optimism, self-confidence, confidence, individual sense of ownership, group accountability and psychological security, structure, improvisation, social capital, and attention to failure of an organization influence organizational strength.

HR must continuously grow and evolve in a context where employer demands, legal requirements, and worker difficulties are all shifting. Power: The fundamental idea is that every employee is a person, not a machine or merely a resource for the company. In the study of human resource management, several academic fields—including psychology, sociology, and others—are combined. In addition to planning and executing the digestive system, career management, performance evaluation, employee remuneration, and effective employee relations are also aspects of HRM. All management choices and actions that have an immediate impact on human resources are dealt with by human resource management (Ashari & Nugrahanti, 2021a).

To increase income, what needs to be improved is the improvement of human resources. With good human resources, the quality of life will also be better. HR management problems are often focused on symptoms that appear to be related to HR threats or opportunities, and this encourages HR managers to view visible symptoms as problems. Hence, they prioritize actions or decisions (Istijanto, 2016).

To increase the effectiveness of the organization's human resources, HR management is required. The objective is to provide an effective work unit to the organisation. In order to do this, a human resource management study will demonstrate how a business should have, cultivate, choose, hire, and keep the proper amount (quantity) and kind (quality) of personnel. Economic growth is an issue that affects a nation's economy over the long term and helps it get to a better place for a while. It may also be connected to an improvement in an economy's capacity for output, which shows up as a rise in national revenue. Economic growth is a sign that economic development has been successful (Arifin & Haryanto, 2021). Indonesia is the number four country with the world's largest population.

However, in terms of people's standard of living, economic problems are still a tough challenge (Gilarso, 2004). Poverty is still very difficult to overcome in developing countries, including Indonesia. Other problems arise, such as social inequality, income inequality, and others that create barriers between groups that cannot be avoided. Many underprivileged families have struggled to equalize their economic lives but still have not succeeded (Andaningsih et al., 2022). Indonesia's young population has the potential to become entrepreneurs and workers who have creative talents and can drive economic, social, and cultural dynamics. This opportunity is also supported by the many regions and regions with great resource potential that have not been developed optimally (Aysa, 2020). Carry out community service activities using financial record applications through mobile phone or iPad facilities individually by visiting MSME actors directly on an ongoing basis in the future.

Micro, Small, and Medium-Sized Enterprises (MSMEs) are a viable option for employment and help to promote economic development. Micro, Small, and Medium-Sized Enterprises (MSMEs) are commercial entities run by owners of small and medium-sized businesses. Micro, Small, and Medium-Sized Enterprises (MSMEs) may lower the unemployment rate of an area and a nation since they are an option to absorb a lot of labour in this situation (Ashari & Nugrahanti, 2021b). Small business activities, such as street vendors, are small community businesses that strive for economic fulfillment independently. It should be acknowledged that MSMEs play a significant role in economic growth and development, not only in developing nations (NSB), but also in developed countries (NM) (Tulus Tambunan, 2012).

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia are indeed the most numerous and able to survive now. Providing Human Resources development to Micro, Small, and Medium Enterprises is important. To make MSMEs continue to advance even in this modern era with the expertise gained in training and development, MSME actors will continue to grow, and the products produced will compete with other products. The community's welfare in a region or country is very important because if the interest is obtained, peace and comfort will be accepted (Ashari & Nugrahanti, 2021b).

Based on data released by the Central Lombok Regency Statistics Agency, the number of MSMEs in the Kuta Mandalika SEZ in 2023 is 9,531. 375 Central Lombok MSME products can be marketed in the world-class motorcycle racing event. "This means that one culprit is MSMEs having more than one product," he said. Of the hundreds of MSME products that have passed the curation, the dominant product is in the culinary sector because all audiences need more food and drinks. The number of MSME products at the Moto GP event is higher than last year's WSBK event, which was 200. "80 percent of MSME products that pass the curation are culinary," he said. Based on the explanation above, the purpose of this study is the role of human resource management in improving street vendor business in Kuta Mandalika, and the obstacles passed in increasing street vendor business in Kuta Mandalika.

METHODS

This research was conducted using a qualitative approach (descriptive qualitative), where researchers were a key instrument with data sources in the form of people or communities who do small businesses and street vendors. Taking data sources is carried out by Purposive sampling (Sugiyono, 2019). The qualitative data collection method is the most independent step in research that aims to obtain the data needed. So, in data collection, several ways are used, namely interview, observation, and documentation methods (Nurul, 2009).

Data collection from interviews, field notes, and other sources is carefully searched for and compiled using data analysis procedures so that the results may be communicated to others. Data analysis techniques are inductive by reducing data, displaying data, and drawing conclusions. Conclusion and data validity are achieved by extending participation, persistence or observability, triangulation, peer examination through discussion, and reference adequacy (Moleong, 2019).

RESULTS AND DISCUSSION

The role of human resources is very large in increasing street vendors' business in Kute Mandalika, especially when it becomes the Mandalika SEZ. Management in small to medium-sized businesses must be well structured. The existence of street vendors often causes new problems, both in terms of order and comfort in a business area. Many factors underlie the emergence of street vendors in the cute Mandalika area.

1. Street vendors arise from the unavailability of jobs for small communities constrained by not having the ability to carry out production activities.
2. Street vendors arise from the unavailability of jobs for small communities.
3. Street vendors arise because of a condition of economic inequality in society.

The district with the largest area is Pujut District, which reaches 19.33% of the total area of the community, followed by North Batukliang, West Praya, and Praya Barat Daya Districts, with a percentage of 15.06%, 12.64%, and 10.34% respectively. In comparison, other sub-districts have a portion of the area below 7%. Historically, Central Lombok was formed by issuing Stb Number 248 in 1898. After the proclamation, Central Lombok integrally became part of the Unitary State of the Republic of Indonesia (NKRI), marked by a formal inauguration by the first Head of Local Government on October 15, 1945.

The research defines HRM as a strategic approach to managing human resource relations that confirms that increasing human resource capabilities is important to achieve a competitive advantage that can be achieved through specific tools, namely integrated human resource management policies, programs, and practices.

HR management plays a role in managing human resources (HR) as effectively as possible to achieve organizational goals. Therefore, HRM is a basic responsibility specifically delegated to HRM so that HR management activities can run effectively and efficiently. There are six HR functions: procurement, development, compensation, integration, maintenance, and termination of employment.

The data that researchers get is more in the form of words and sentences derived from interviews with research informants, observations in the field, research field notes, or other documentation results relevant to the focus of this study. Researchers carry out the process of searching and collecting data, and researchers conduct interviews with several informants related to research problems so that the information obtained is what is expected.

From the research, data was obtained that most traders who work as street vendors are residents with a high school education level and below. The business is a hereditary business from their parents and grandparents so that selling activities in the city center have been considered part of life activities to support their family's economy.

Therefore, efforts to organize Street Vendors in Kute Mandalika from the aspect of human resources need to pay attention to the quality of human resources both from Street Vendors and the government through personnel owned by the Civil Service Police Department. The arrangement of Street Sword in Street Sword resources needs to be done by providing skill facilities in managing trading businesses through Central Lombok Government programs at the Industry and Trade Office and at Cooperatives and MSMEs.



Figure 1. Street vendors in Kute Mandlika

The main purpose of human resource management is to ensure all human resources in the organization are in the right container to help achieve organizational goals. The obstacles or obstacles faced in overcoming the problem of street vendors in the Manahan Solo Stadium area, among others, are as follows:

1. Lack of responsiveness in arranging and maintaining cleanliness at street vendor sales locations.
2. Awareness of street vendors' compliance with local government regulations.
3. There is still limited open space specifically intended to conduct business activities for street vendors.

Empowerment of street vendors, in addition to being realized through increasing the ability of human resources, can also be done through providing loan capital to street vendors. The provision of loan capital is very useful, especially in developing and improving business activity units, such as forming cooperatives. The existence of a cooperative business entity will greatly help and prosper the community, especially its members. Providing appropriate business capital supported by a joint business unit will further improve street vendors' ability, especially in increasing the production output of existing businesses (Broto Legowo et al., 2021).

Increasing the ability of traders' human resources and providing capital assistance to street vendors will spur the enthusiasm of traders' business activities. The empowerment effort must be carried out by traders consistently and continuously. A tangible manifestation to create sustainable empowerment is providing direct assistance.

The small business activities of street vendors located in Kute Mandalika have a very important role because they are very helpful in providing additional income. Also, the extra income for the community means that the cost of education for their children is also fulfilled, and their children can continue their education to a higher level.

Based on data exposure and findings, it is clear that the number of street vendors is 97 people from 170 types of trading businesses; every kind of trading is different. The street vendors in Kute Mandlika have an average profit from the capital issued ranging from Rp 150,000 – Rp 300,000 in a period of between 3-4 days a week. With the increasing income of the community, especially street vendors in Kute Mandalika can help parents meet their daily needs and finance education for their children.

CONCLUSION

Based on the presentation of the results and discussion above, the role of HRM in street vendors in Kute Mandalika is very important in increasing the income of the people there. With this, the merchants can manage their wares. Street vendors can compete fairly with other vendors. The obstacle that is often experienced is the lack of knowledge of street vendors about their trade management. Awareness of street vendors' compliance with local government regulations.

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