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Human Resource Development Model of Small, Micro Enterprises Songket in Riau Province

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Abstract - Well-preserved local cultural values will be reflected in various community activities, such as economic, social, cultural and political activities. Well-preserved local cultural values are a legacy that must be preserved, and there needs to be an effort to develop community resources that are capable of preserving local cultural values in this case developing a *Songket* SME. This research aims to create a model of human resource development on *Songket* SME which is a local cultural heritage that must be preserved from generation to generation. This research was conducted in Riau Province. Riau Province is the nearest province with several countries in the ASEAN region, especially Malaysia, which share the cultural values and customs of Malay. Key informant in this research is Department of Cooperatives and SME and SME doers. Data analysis was done by qualitative method. The results of the research resulted in a form of human resource development model in *Songket* SME both formally and informally, as well as policies that must be done by the local government in preserving the songket weave. Originality in this research can be seen from the form of human resource development model and the policies taken by related institutions.

Keywords: human resource development model

1. Introduction

The Philosophy of Regional Development of Riau Province refers to the noble values of Malay culture as a cross-cultural area that has become the identity of its society as revealed from the speech of Admiral Hang Tuah "*Tuah Sakti Hamba Negeri, Esa Hilang Dua Terbilang, Patah Tumbuh Hilang Berganti, Takkan Melayu Hilang di Bumi*". Strategic position of Riau Province is based on geographic, geoeconomic, and geopolitic made Riau region as an important region in the future, especially in trade and international economy.

To realize the people of Riau who have a high economic capability and based on the essential values of civilized Malay culture, moral and resilient to face the era of globalization that makes the people of Riau advanced and independent, prosperous born and bathed and mature Malay customs, then Vision Riau is composed, namely: "The realization of Riau Province as the Center for Malay Culture and Economy in the Environment of a Religious, Prosperous and Birth Society, in Southeast Asia in 2020". One of SME products in Riau Province that has local cultural values is woven songket. Riau is one of provinces producing songket woven cloth. Woven fabric songket has its own characteristics and uniqueness that becomes more selling points and become one of the typical crafts of local culture rich in beauty and aesthetics. To that end, SMEs of songket woven must face various challenges in order for business sustainability to be maintained, and on the other hand, environmental conditions require SMEs to be more vigilant in planning their business. Under conditions of a constantly changing SME environment, SMEs need the power to create and maintain their core capabilities. Related to the capability of human resources, the growth of SMEs in Riau Province still faces a more internal problem, the problem affects the effort to realize its function and purpose. Lack of human resource capacity in managing SMEs to achieve the goal is caused by limited education and knowledge. Limitations of education and knowledge cause most SMEs can only survive and rarely oriented to growth, capacity building and the ability of SME (Gray, 2006).

Human resource is an integrated ability of the power of thought and physical power possessed by the individual. Behavior and nature are determined by heredity and environment, while its work performance is motivated by the desire to fulfill its needs (Hasibuan, 2014: 244).

Human resource development rests on the fact that individuals need knowledge, skills, and abilities to develop in order to work well ". Human resource development is an activity of

increasing the productivity of the organization, the realization of a harmonious relationship between superiors and subordinates, the occurrence of decision-making process more quickly and precisely. Kadarisman (2013: 38) states that the development of human resources consists of formal and informal development. Formal development means that employees of their own desires and endeavors train and develop themselves by studying literature books that have to do with work or occupation. While the development informally means employees are assigned to the organization to follow the education conducted by other educational institutions.

2. Material and Methods

This research includes explorative research that is studying intensively about human resource development at Songket SME in Riau Province. Through explorative research, researchers use qualitative strategies to collect data or information thoroughly, profoundly, and thoroughly to obtain an overview of human resource development on Songket SMEs in Riau Province, so that a model of human resource development can be formally and informally formulated building a business incubator. In this research, the source of information is the Department of Cooperatives and SMEs as well as actors SME woven Songket.

3. Result and Discussion

3.1. Riau Malay Woven Songket

Riau Malay Woven Songket is a wealth of Riau Province. Characteristic of Riau Malay Woven Songket is very rich with the motives and philosophy values, which used to be used to pass on the values of customary principles and local culture. Songket Malay rich in motive and loaded with meaning and philosophy is what causes songket continues to live and grow, and provide great benefits in the daily life of society. There are many centers of handicrafts of Songket Woven Fabrics in Riau. Dusun Muara Laut Desa Sukajadi Kecamatan Bukit Batu in Kabupaten Bengkalis Riau Province is one of the hamlet producers of Malay songket. The hamlet is a village where Datuk Laksemana Raja in the Sea settles and is buried. Almost every house in the village has a songket cloth loom. Its marketing is also done by people who come directly buy to the homes of the people.

3.2. Human Resource Development Model in Woven Songket SME

Human resource development needs to be done by every SME because it provides benefits for SMEs, employees, and society as consumers. Development of songket SME must also involve the local government with the aim that the woven songket can be preserved from generation to generation next. Development programs should be principled on improving the effectiveness and efficiency of each SME. SME development programs should be publicly informed to all SMEs or members so that they prepare themselves respectively. Hasibuan (2008: 72) states the types of human resource development are grouped into:

1. Formal development. Formal development are employees assigned to SMEs to follow the education or training, whether conducted by SMEs or conducted by educational institutions or training.
2. Informal development. Informal development means that employees of their own desires and endeavors train and develop themselves by studying literature books that have to do with work or occupation. Informal development indicates that the employee is keen to move forward by improving his or her work ability.

Implementation of the development should be based on methods previously established by the Regional Government and SMEs, as well as by SME consultants. This development program is determined by the responsible development of existing in SMEs, namely human resource manager with the team or human resources development division, among which is the method of education and training methods. Education and training are often viewed as one form of SME

investment in human resource development. Therefore, every SME or organization that wants to develop always pay attention to education and training for employees. Education is given to managerial employees, while training is provided for operational employees.

The model of HR development on SME woven songket is as follows:

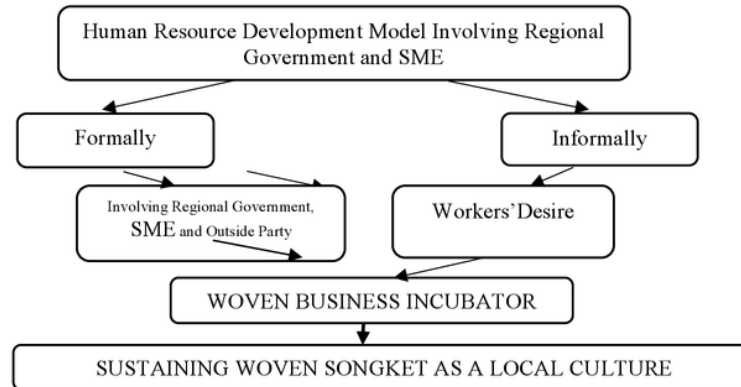


Figure 1. Human Resource Development Model in Woven Songket SME

According to Kadarisman (2013), Business Incubator is an institution or a place where new business can bloom. It is in these institutions that prospective entrepreneurs are provided with operational facilities, i.e. physical, such as offices with their secretariats, technical assistance, business management, product marketing, consultation, technical guidance, and other forms of assistance required at the lowest possible cost to reach new entrepreneurs the so-called tenant or Tenant which takes about three to five years. In the incubator, there are three types of programs that can be applied by SME doers. First, technology incubator, (1) pattern of skill giving knowledge about good production technique from design to finishing, (2) matter concerning business aspect and management of business incubator; in this program, the participant will get knowledge of management, financial, and product marketing strategy and (3) what is called regional development incubator, that is a certain area development program that already has developed business type. The results of interviews conducted with Department of Cooperation and SME and Songket SME doers both stated that it is very important to develop human resources of songket SMEs both formally and informally by involving government, SME doers and the community to conduct education and training and build woven songket business incubator in the center of the city so that become songket central business development in the future.

3.3. Regional Government Policy

To preserve traditional Riau weaving and the roots of Malay culture, there is a need to cultivate the use of songket woven fabrics in various events or events that exist. The policies undertaken by the local government are:

1. Cultivate the use of woven songket in every event inside and outside Riau Province.
2. Coaching and development of human resources through training in the form of management and fostering things that are technical.
3. Provide assistance in the form of financial and partnership patterns by providing credit and engaging SME in various events of local, national and international events in the framework of promotion.
4. The assurance of local government in creating a conducive business climate and assisting promotion related to the innovation of woven songket products so that the woven songket is always in demand by local and international tourists who visit Riau.
5. Existence of government effort to develop entrepreneurship spirit and teach it in all vocational schools in Riau Province and put it into curriculum.

4. Conclusion

Riau Woven Songket that has its own characteristic and is a local cultural heritage needs to be preserved by way of modeling the development of resources both formally and informally by building woven songket incubator that become central for songket SMEs, government and society in developing woven songket.

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