Intervention of Local Resource-Based MSME Human Resource’s Competency Development

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Abstract

This research aims to obtain a comprehensive and complete picture of local potential-based MSME HR competency development interventions in improving the community economy in Girikerto Village. The findings of this research are that the Girikerto community has various local resources that are developed and utilized to become more economically valuable and competitive. Interventions for developing MSME HR competencies have been carried out by relevant stakeholders consisting of government, academics, supporting institutions, and funding institutions in the form of policies, training programs, mentoring, development, and facilitation in a coordinative and collaborative manner. This research focuses on interventions to develop MSME HR competencies, while previous studies have focused more on the importance of competencies, types of competencies, and the role of HR competencies in MSMEs. This research uses qualitative methods, primary data collection was carried out through observation and interviews with the MSME’s Actor in Girekerto, while secondary data was obtained from documents, articles, and social media. The findings from this research have implications for the Village Government and related institutions in preparing intervention strategies for developing MSME HR competencies based on local potential. The government must intervene in collaboration and coordination with related institutions in formulating policies, programs, and facilitation for MSME groups based on available resources. Policies, programs, and facilitation must be carried out continuously and coordinately.

Keywords: Intervention; Competency Development; MSME Human Resources

INTRODUCTION

The Capability of Small-Medium Scale Enterprises’ Human Resources has a significant impact on performance both individually and institutionally. Improving human resource capabilities can improve business performance. In the utilization, empowerment, and development of MSMEs based on local potential, various problems related to developing HR competencies, funding, and institutions are faced. HR competencies can be improved through training and education (Cakti Indra Gunawan & Siti Qodriyatus Solikahl, 2021). To enhance the competence of MSME’s human resources in the form of skills, knowledge, and abilities, the involvement and participation of various stakeholders is needed based on their functional roles and specialization. It is called intervention.

Intervention can be understood as an action taken for a solution as an effort that must be carried out after finding problems from the diagnostic process to design development directions (Sumantri et al., 2019). Various activities, programs, and facilitation have been carried out by public agencies, academics, and related institutions. The participation of various stakeholders in the development and improvement of MSME HR competencies based on local potential is needed. The stakeholders provide programs, policies, activities, and facilitation based on their abilities, roles, functions, and specializations.

Several studies related to the competence of MSME human resources have been conducted. Ansong et al in their research suggested that SMEs should invest more in hiring competent managers by providing training. To improve the performance of a company, a competent manager who has knowledge, skills, abilities, and behavior must be owned (Ansong, 2017). Da Costa and Xiongying in their research in Timor JLeste confirmed that the companies they studied were still underperforming due to the lack of human resources who had knowledge, skills, and empowerment opportunities in their business (da Costa & Xiongying, 2021). Hee Song Ng et al. argued that most SMEs are more successful when under the leadership of dedicated and resourceful managers, and have the entrepreneurial and technical competencies to enhance corporate innovation. Based on the findings of these studies, it suggest that SME managers should apply the four core competencies, namely transformation leadership, entrepreneurial competence, technical competence, and innovation, as a strong management core to provide the best opportunity to overcome the challenges of scarcity and aspiration. SME managers must be able to manage transformation within the limitations of budget, and resources and be able to sharpen their core competencies. They must stick to the values of hard work, resilience, and strong character to drive sales and go the extra mile for the company’s progress, survival, and growth of SMEs to continue to thrive (Ng & Kee, 2018). Finally, Yani Restiani Wijaya et al. In their research on "The Role of MSME HR Competencies in Improving the Performance of MSMEs in Cilayung Village, Jatinangor District, Sumedang” said that increasing knowledge and skills is the key to improving the performance of MSMEs (Widjaya et al., 2018).

From several studies that have been conducted, the importance of MSME HR competencies in improving MSME performance is emphasized by; discussing HR development strategies, HR development models, and the role of HR competencies in improving performance; and emphasizing the need for competencies of MSME managers related to MSME performance. Based on the research results and background above, researchers conducted a study on interventions to develop MSME HR competencies based on local potential in Girikerto Village. The study aims to know how interventions in developing MSME HR competencies
RESULTS AND DISCUSSION

The research result of the Intervention of MSME HR Competency Development in Girikerto Village is that to intervene the development of MSME HR’s Competencies begins with knowing the local potential, activities, and business processes to analyze the competencies needed, then interventions are carried out by various stakeholders consisting of government, academics, support, and funding institutions. Intervention activities in the form of policies and programs consisting of training, mentoring, development, and coaching are supported by the facilitation of infrastructure and funding that can produce competent, creative, and innovative human resources. More clearly can be depicted in Figure 1.

Girikerto Village has utilized and developed various kinds of potential local resources to improve the community’s economy in the fields of agriculture and plantations, animal husbandry, fisheries, and small industries in the form of crafts, processed food, and eco-tourism. The Girikerto community improves and develops the competence of MSME human resources in their business fields. The competencies developed are knowledge, skills, abilities, or individual personality characteristics in the form of attitude values that affect job performance (Runtu et al., 2015).

Figure 1: The Intervention of MSME HR’s Competency Development.
Source: Document
1. Competency Development

Various activities to utilize local resources in the agriculture, livestock, fisheries, plantation, food processing industry, handicraft industry, and agritourism sectors have been carried out by the community of Girikerto with the involvement of various parties. Guidance and assistance are carried out by Field Extension Officers (PPL) from the District Office of Agriculture to improve human resource competencies, while the utilization of products into processed products is conducted under the guidance and assistance of the District Office of Agriculture, Food Processing Office, Office of Industry, and Higher Education in the program of practice and community service activities. Based on the Annual Report of the Village Government of Girikerto in 2022, the Program of MSME development activity for empowering the community was budgeted at 179,443,000.00 Rupiahs. The Cooperative/KUD/UMKM Management Training sub-program amounted to 147,443,000.00 Rupiahs. The MSME’s activity programs that have been developed are the agriculture sector, plantations sector and processed products, culinary, livestock and milk processing, fisheries, and handicraft industries.

Based on the interview with Endang Setyomurni, the representative of the salak farmer group in Sukorejo, Girikerto Village, revealed that the members of the farmer group conducting their business do not only focus on salak cultivation activities, however, they also carry out other activities such as: making milk, raising goats, making batik, working in a milk factory to meet their daily needs. because their income is too low. This statement was reinforced by other informants that they farm salak as a part-time job in addition to working as a handyman or other laborers. The community of Girikerto has formed MSME groups to develop their businesses under the guidance and assistance of the Village Government and the Office of Cooperatives and MSMEs as well as other related agencies, and universities. To develop MSME business activities to be competitive, productive, and of high quality, MSME’s human resources competencies are needed following their business. Increasing knowledge and skills is key to improving the performance of MSMEs (Widjaya et al., 2018).

The process of agricultural, plantation, fishery, and livestock activities requires specific competencies. The activities of agriculture and plantations are preparation, land processing, seedling and seed selection; maintenance of fertilization, and pest eradication; utilization and processing of results through innovation into varied processed products; and marketing of results through digital systems, advertising as well as cooperation and collaboration in doing business.

Fisheries and livestock activities require the competencies of seed selection, feeding, disease eradication, yield utilization, product utilization innovation into products of economic value; marketing, and business collaboration.

Processed products and creative industries need creative and innovative activities. The activities utilize and process raw materials into processed products to be more economic value and utilized value. This process requires competencies in the form of knowledge, skills, and expertise. The required competencies are the selection and provision of quality raw materials and alternative materials, creativity, knowledge of product utilization and innovation, knowledge of product creation and diversification methods, knowledge of marketing, and collaboration with related parties in business.
The craft industry is an activity of producing industrial crafts by utilizing the available local potential for industrial products that require a high process of innovation and creativity as well as the competencies required by human resources in producing processed products and creative industries.

Training activities have a positive impact on MSMEs. The positive impacts of this program include increasing problem-solving skills, critical thinking, communication, analytical, organizational development, industrial readiness, competitiveness, productivity, quality, and sustainability. These activities have been carried out by Vedhathiri. During the Research, he sent postgraduate students to apply HRM/HRD learning concepts, models, strategies, and theories and solve MSME problems. When they graduated, they were ready to solve industry problems, problem-solving skills, critical thinking skills, communication skills in-depth analysis skills, and organizational development. (Vedhathiri, 2020)

The development of MSME’s HR competencies carried out by the Village Government, related offices, universities, and related agencies has encouraged the community to be more passionate about MSME business activities. The batik business, which previously did not exist, after the intervention of training by the Industry Office, Batik MSE activities developed into more than 4 brands with their respective characteristics. The processed and culinary food sector, before there was intervention from the District Industrial Office in the form of training, mentoring, and facilitation, was very few. Business actors in the processed and culinary food sector have already grown to more than 10 business actors. In the milk processing sector after training, assistance, and facilitation from the Industrial Office, the community was able to produce and process goat's milk into several types of products such as goat milk cream, ice cream, soap, butter, and body lotion.

2. Competence of MSME’s Human Resources

To increase the productivity of the MSME in Girikerto, creative and innovative human resources are needed. Coordination between MSME group members with the assistance of the Village Government and PPL in Girikerto has been carried out. Training and mentoring in the fields of
agricultural cultivation, fisheries, animal husbandry, processed food production, and the handicraft industry are often carried out. Mentoring and training activities are carried out to increase added value (Dessler, 2017). Competence of the communities in agriculture, fisheries, and animal husbandry sector in the Girikerto is hereditary, while competence in processed products and the handicraft industry is obtained through training facilitated by the village government, related agencies, universities, innovation institutions, and related stakeholders.

The Government of Village together with potential communities utilize the available local potential through MSME groups. To improve the competencies and capabilities of MSME human resources in knowledge, skills, and attitudes, the MSME Forum has coordinated once a month, and established cooperation with various institutions. The competencies of MSME human resources that need to be developed consist of knowledge, skills, and attitude toward competitive advantage (Susana, 2021).

Utilizing local potential to be qualified and value-added products for the development of MSMEs in Girikerto, Human Resource competencies are needed by their fields. The HR competencies of MSMEs in Girikerto that need to be developed are individually for product development, group for organizations, and general for the whole. Competencies for the benefit of individual actors, such as skills in selecting seeds, skills in making processed food, and skills in innovating require micro-interventions. Group competencies for organizational development, such as those related to group management, require mezo interventions. Macro competencies are required for overall development purposes (Achmad et al., 2019).

a) Knowledge

Business people need to have macro knowledge about the type of business they are engaged in. General knowledge about understanding the type of business being engaged in, the benefits and use value of the products developed, the availability of raw materials, how to process or produce them, what technology can be used 'how to market them, and what obstacles and problems are faced. Individual business actors need in-depth specialized knowledge about the products of the business they are doing. Micro knowledge related to the product business must be properly mastered in detail, how to utilize and produce it, how to characterize the product, and how to innovate to utilize and utilize this product to make it more useful and economically valuable. In general, this specialized and micro knowledge is obtained and mastered by the community from generation to generation and locally from the potential resources of Girikerto Village. This individual specialized knowledge is mainly related to the salak plantation business, agriculture, fisheries, and livestock obtained from their ancestors and continues to be developed with various experiences. The mezzo knowledge that must be possessed by MSME groups to be able to survive and be competitive through institutional development, knowledge for management, financial management, and collaboration in Girikerto has also been provided with counseling and guidance by related agencies and universities in the service program. Coaching, training, and counseling are carried out by officers of the agriculture, fisheries, and livestock services apart from universities, or learning from communities in other areas.

Agribusiness activities in Girikerto consist of agriculture and plantations, livestock, and fisheries. The community has been equipped with knowledge about the intricacies of agribusiness activities, what to do, how to produce quality and economically valuable products, how to utilize products, knowledge about constraints, problems, and how to overcome them, the technology needed, and knowledge related to markets and
marketing, as well as other related knowledge. Counseling, training, and coaching on agribusiness are conducted by the Agriculture Office, Livestock Service Office, Trade Office, Cooperative and MSME Office, and from universities.

In the processed product and handicraft industry, knowledge is needed about the ins and outs of production, selection of quality materials, how to be creative and innovative to create useful, quality, and attractive products; developing products, knowledge about methods and technology, and knowledge about the market. To facilitate this, the Industry Office, Trade Office, and universities have provided training.

The existence of counseling, training, and guidance to the community has been able to encourage the community to learn to utilize existing resources and try to do business. This is evidenced that previously the community only farmed simply after counseling and training there began a movement to utilize existing resources such as producing salak-based processed foods, making crafts by utilizing used goods, making batik, and processing milk into derivative products that can increase family income.

b) Skills
Skills are needed to process available resources into products that have useful value, economic value, and added value in the field of agribusiness, processed products, and handicraft industries. The skills of the community in Girikerto are obtained from generation to generation from their ancestors, trial and error process, and training provided by related agencies in collaboration with the village government, and universities.

Skills on how to prepare land, land cultivation, choose seeds, maintenance, fertilization and pest eradication, harvesting and processing of products are needed in the agricultural and plantation sectors. The Agriculture Office through Field Extension Officers (PPL) has conducted counseling, skills training, and mentoring. Communities in farmer groups conduct discussions to improve their skills under the guidance and assistance of the Agriculture Office. Training, mentoring, and counseling activities are carried out in coordination with farmer groups and MSME groups, in collaboration with relevant agencies or institutions from outside by facilitation of the Village Government.

In the field of fisheries and livestock competencies in seedling selection, feed preparation, maintenance, harvesting and management, and innovative processing of harvested products into more useful and economic value are needed. The Fisheries Office has conducted training and provided facilitation for the preparation of fish feed. The Office of Fishery has also provided machine tools for making fish feed.

In the field of processed products and the handicraft industry, more creative and innovative skills are needed for the preparation, selection, and use of raw materials, and creating products. The efficient, effective, and innovative method to create products has been trained, mentored, and facilitated by various related institutions such as the Department of Industry, Food Security, Universities, and business institutions through CSR activities. In addition, MSME groups also collaborate with universities and related institutions to organize MSME schools.

c) Behavioral attitudes.
Behavioral attitudes are needed in taking steps and facing a choice or issue. Business actors must be able to take the right steps, to be active, creative, innovative, disciplined, cooperative, and collaborative. MSME actors in Girikerta Village have consistently carried out activities by their business and continue to strive and develop their products creatively and innovatively. They collaborate with others in MSME groups based on their business fields. They communicate in developing products and
ability to innovate by providing information to each other.

Based on the description, it is clear that to develop economic activities through MSME activities, the community must be developed and equipped with competencies related to knowledge, skills, and behavioral attitudes. To empower, utilize, and provide added economic value and competitiveness, human resources who have competencies in the form of knowledge, skills, expertise, and attitudinal values are needed (Kabir et al., 2017). Interventions from various stakeholders by their respective fields, competencies, roles, and functions starting from the micro, mezzo, and macro levels starting from individual, group, and institutional competencies in MSMEs, regional and national are needed (Achmad et al., 2019).

Increasing the competence of MSME human resources in Girikerto can empower activities and the utilization of existing resources to be more valuable, and can increase creativity and innovation so that several new businesses open. New businesses that have emerged are milk processing into various derivative products, handicraft businesses utilizing used materials for useful and economic value, salak-based processed food businesses, batik handicraft businesses, and creativity in managing natural resource-based tourism businesses.

To coordinate activities and facilitation, including training, mentoring, guidance, and facilitation from related institutions, the Giri Sembada MSME forum has been established in Girikerto with members from the Giri Sembada MSME forum.

3. Intervention of Competency Development

Improving the quality of MSME’s HR competencies requires interventions from various related parties. Government involvement is needed in policy, program, and infrastructure interventions. Academics, innovators, related agencies, and other related institutions are needed for interventions in the form of training, mentoring, coaching, and development. Supporting institutions are needed to intervene in facilitating finance, technology, and infrastructure for the benefit of the community as the actors of MSME.

Intervention in the development of MSME competencies is an effort made to influence and encourage the development of MSME HR competencies. The competency improvement program begins with the determination and formulation of programs and policies. The program is carried out through training programs, mentoring, development, and coaching to prepare creative and innovative MSME human resources.

Intervention is also defined as an activity to implement a change plan carried out by the agent of change on various targets of change consisting of individuals, families, small groups (micro level), communities and organizations (mezzo level), and the wider community, both at the district/city, provincial, state and global levels (macro level) (Isbandi Rukminto Adi 2008).

Program and Policy Interventions

The Government Girikerto Village has carried out programs and policies related to MSMEs’ HR competencies as outlined in the Village program. The policy program is stated in the Government Regulation of Girikerto Village Number 2 of 2023 concerning the Accountability Report for the Realization of the Village Budget in the Fiscal Year of 2022. Various intervention policy programs from the government in the form of laws and regulations are available. They are the Regulation of Sleman District No. 46 of 2022 on Guidelines for the Establishment of a Communication Forum for Micro, Small and Medium Enterprises; Special Region’s Medium-Term Development Plan (RPJMD) of Yogyakarta on the Year 2022-2027; Regulation of the Minister of Cooperatives
According to the Deputy for Micro Business of the Ministry of Cooperatives and SMEs Yulius stated that the policy intervention is carried out by the government from two sides They are the upstream (supply) and downstream (demand) sides for micro business actors. Stimulus policies are provided in the form of Credit for People Business (KUR), clusters, ease of business licensing, assistance in improving product quality, increasing the role of the Integrated Business Service Center for Micro, Small and Medium Enterprises Cooperatives (PLUT KUMKM), and business management assistance through digitization (Heriani, 2023).

The government has issued Presidential Regulation No. 7 of 2021 on the Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises. This Presidential Regulation is expected to encourage cooperatives and MSMEs to become more resilient and strong, becoming the backbone of the Indonesian economy. In line with Government Regulation No. 7 of the Year 2021, the Ministry of Cooperatives and SMEs continually intervenes in the competence of MSME human resources in the form of: First, providing digital literacy. Second, encourage and assist solutions to prepare production capacity. Third, encourage the improvement of product quality. Fourth, opening market access for MSME players.

The development of MSME’s human resources as stipulated in Article 19 of Law No. 20 of 2008 states that the development in the field of MSME human resources is carried out by socializing and cultivating entrepreneurship; improving technical and managerial skills; and forming and developing education and training institutions.

The Government of Village needs to cooperate with related parties to jointly develop and prepare potential human resources who are creative, innovative, and have a strong spirit.

The Government of Girikerto has a policy that is prioritized and tailored to local potential, as conveyed by the Head of Girikerto Sudibyo, SPd. The Government has proposed the allocation of the Privilege Fund which includes a program to improve HR competencies, which can mobilize the role of citizens to carry out priority programs on time and target. In implementing the policy, they always coordinate with the Special Regions of Yogyakarta Cooperative and SME Office to utilize local potential by creating a Water Tank Filling Station (SPTA) and processing Ottawa goat milk (PE) managed by Kalurahan Owned Business (BUMKAL). Girikerto Village received Independent Cultural Village (DMB) assistance from the Special Region of Yogyakarta Cooperative and SME Office. This DMB activity is associated with the development program of people’s economic centers and creative economic empowerment.

The development of an Independent Cultural Village (DMB) is a strategy of the Regional Government to accelerate the village through improving cultural development competencies through four pillars, namely: culture, tourism,preneur, and prime, so that the village has a specific identity through the development of human resource competencies by motivating increasing awareness of community participation. The Independent Culture Village (DMB) collaboration and synergy of programs have an impact on reducing poverty and unemployment.
Interventions in the form of policies and programs are more of an intervention to develop mezzo and macro levels for the development of groups or organizations to broader development at the regional or national level (Achmad et al., 2019). The Village Government’s efforts to encourage MSMEs affect the development of increasing MSMEs, while the government’s response still tends to be slow when problems occur and must wait according to the applicable SOP (Maulana & Atmojo, 2023).

Activity Intervention
The Development of Human Resources competence to improve business work required policy intervention and program intervention. The activity intervention in competence development is required to improve skills, expertise, and knowledge. Activity intervention is the process of influencing and improving the competence of individual skills, expertise, and specialized knowledge related to their business. This intervention is carried out through training, mentoring, coaching, and development activities. Competency development interventions are conducted for individuals or small groups in making or processing raw materials into processed materials, creating ways of producing goods is a micro level of intervention (Achmad et al., 2019).

a) Training
To improve the competence of MSMEs, various training have been carried out in Girikerto. This is in line with De Cenzo’s Statement that worker training is a learning experience to improve work performance by making changes in skills, knowledge, attitudes, and behaviors that focus on future needs and development. (DeCenzo A David; Stephen P. Robbins, 2010)

Training of “Desa Preneur Model K45PAK” in Tegal Loegood Sukorejo, Girikerto, Turi, was held by the Office of Cooperative and MSME Yogyakarta which was followed by 30 members of the Forum of Micro, Small and Medium Enterprises (MSME) Giri Sembada Girikerto. The training which was funded by the "Keistimewaan " budget brings the concept of growing, developing, and advancing the village of entrepreneurs and aims to undergrow local products, especially in Girikerto Village.

In an interview with one of the batik entrepreneurs, she conveyed that in 2015 the training was held by the Office of Industry and Trade Sleman followed by 20 people. Seven graduates applied the training results. The following training was conducted on November 7-8, 2022.

Training in Goat milk processing for women in the Village of Girikerto has been conducted. The activity was funded by “Dana Keistimewaan” and involved approximately 25 women who are members of Prima Village and Preneur Village.

Shopee Indonesia has conducted coaching in collaboration with SMPN 3 Turi which was followed by approximately 130 people aiming to introduce products through an online-based market. Training and mentoring on how to compile business financial reports in the form of profit reporting, cash flow report, balance sheet, and basic price reporting of production were carried out by the Faculty of Economics, Social Sciences and Humanities (FEISHum) University of 'Aisyiyah Yogyakarta. The training and mentoring were followed by 30 micro-business people.

Schools of MSME have conducted various training in improving the competence of SMEs to be able to improve innovation and creativity. Giri Sembada School provided HR competencies training to be able to create and innovate products. This activity was conducted in cooperation between the Aisyiyah University of Yogyakarta, The Office of Cooperative and SME Yogyakarta, and the Regional Development Bank of Yogyakarta (BPDIY) followed by 30 MSMEs for 8 meetings over
2 months. Sudibya, Head of Girikerto Village explained that the SME School of Giri Sembada intends to realize independent entrepreneurship and develop competitive local potential (Wardhani, 2022).

b). Assistance
Assistance is carried out in the development and improvement of competence by related offices, academics, innovation institutions, and other supporting agencies by their competence. The assistant of MSME competence development through UMKM schools has been conducted by Aisyiyah University of Yogyakarta for 2 months. Assistance to the community of Sukorejo, Girikerto Village through the Holistic Program of Development and Empowerment of Village (PHP2D) was conducted in June 2020 and successfully made Loegood Market an Education-based Cultural Market by the University of Janabadra (UJB). The assistance of business license management activities and certifications such as halal certificates, household industrial product permits (PIRT), and product packaging to be more feasible and attractive to consumers has been done by the Association of Indonesian Young Businessmen (HIPMI) Yogyakarta (Admin, 2022). The assistance for conducting the Independent Cultural Village in Girikerto has been conducted by the Office of Cooperative and SME

The Assistant for developing people’s economic and cultural centers and empowering the activities of the creative economy has been widely carried out by the offices and related institutions.

c) Development
Sri Sultan encouraged innovation and digitization of the Agricultural Sector through the intervention of the Government Regency of Sleman. The development of innovation and digitization of the food agriculture sector is conducted as an effort to control inflation. Collaboration between the center and the region with other equivalent agencies is a supporting factor for innovation development to move the economy of society continuously

Developing competencies for innovation, creation, and digitization is one form of intervention that is expected to make a major contribution to economic growth. Several interventions that need to be carried out in developing MSME HR competencies need to involve various stakeholders who have expertise and capacity in their fields of specialization. Developing MSME HR competencies requires creativity and innovation. Girikerto has developed various types of products through training and coaching from related agencies; universities in an internship, community services, and field practice programs; and other related institutions.

Developing the competency of MSME human resources by utilizing local resources in Girikerto has carried out many interventions in innovating and being creative in developing products made from salak as raw food into processed food, from milk as raw material into derivative products, using used materials for the craft industry, and batik.

d). Coaching
To improve the competency of MSME human resources in Girikerto Village, it is necessary to guide in various areas of skills, expertise, and knowledge related to agribusiness, processed food, dairy, batik, and the craft industry. The MSME Forum activities guide collaboration with related agencies, academics, and other institutions involved according to their field and business. Village and Regional Governments provide guidance, knowledge, and expertise to produce products of economic value and quality to develop the economy.

Guidance activities are carried out by the village government together with related departments and academics to guide developing activity programs.
through strengthening competencies. Coaching is carried out collaboratively among stakeholders according to their fields and capacities. The competency development program for MSME human resources based on local potential in this village is in the areas of fostering the breeding of Etawa goats, developing skills in salak-based processed food products, the use of recycling, and the craft industry which contributes to community income.

Development activities are carried out by the Village Government, and related departments so that they continue to survive and develop. Training is carried out to maintain and further improve HR competency in producing products that are more useful and have added value. Guidance is carried out through counseling, research, and coordination between MSME members. In this coaching activity, the MSME Group holds meetings once a month. In this meeting, we discussed the obstacles faced by each member and conveyed information to each other to ensure that their business sector continues to be sustainable.

e) Facilitation of Facilities and Infrastructure and Financing

The Head of Girikerto Village, Sudibya has adopted a strategic policy in his village by including a budget for developing MSME HR competencies that are tailored to local potential. The program of competency development was funded in the budget of Special Funding (Danais) allocation. This activity is included in the Independent Cultural Village program under the guidance of the Office of Cooperative and SME. In 2022 Girikerto Village has facilitated a program to create a Water Tank Filling Station (SPTA) and milk processing of Etawa goats (PE) managed by village-owned enterprises (BUMKAL) to provide income and employment opportunities for the community.

MSME’s HR competencies are developed through training that provides sustainable benefits for the community, facilitated by Danais. The training is sourced from special funds (Danais) of Yogyakarta which carried the concept of growing, developing, and advancing preneur villages which were very beneficial for the village community. The training aims to promote local products, especially in the Village of Girikerto. The MSME’s HR competency development program has a very important role. The involvement of all stakeholders in their respective roles, functions, and competencies, individually and institutionally is needed.

The government has a role and function to provide intervention in the form of policies, programs, and facilitation; Academics play a role and function to facilitate learning of knowledge, skills, innovation, and technology; Entrepreneurs have a role to facilitate business activities and marketing so that the products have economic value; Innovators have a role to facilitate the development of technology and innovation based on the specialities of each institution; and supporting institutions have a role to facilitate funding support, infrastructure and other things that are carried out collaboratively and integrally.

All Stakeholders and institutions involved coordinate, collaborate, and integrate on an ongoing basis, consistently by their competence in providing interventions to the community (MSME actors). Competent, creative, and innovative human resources are needed to produce qualified products, that have economic value and are competitive.

The Village Government works together with the Regional Government through related agencies to facilitate infrastructures as well as funding. Interventions to develop MSME HR’s competencies effectively and optimally have been carried out by coordinating, and contributing among stakeholders based on their respective competencies, roles, and functions continuously so that competent,
creative, and innovative human resources can be available.

After the intervention of policy programs and activities conducted various types of businesses developed in Girikerto Village. The community participation in running their businesses has increased, although it is still partial and has not been institutionalized in an effective business entity. To achieve the goal of optimal MSME performance that can improve community welfare, competence in the form of skills, knowledge, and abilities is needed. This is in line with Chung & Lo’s statement which states that competence is the skills, knowledge, and abilities that individuals must-have for completing a given task or achieving goals (Wong, 2020).

This time, there have been 10 small and medium-sized business actors in the agricultural sector, 10 people actors of processed food made from snake fruit, 1 manager in the craft business using used materials, 4 brands of Batik craft, 15 Ottawa goat milk businesses who employ many local community, and an MSME forum has been formed with 70 members.

MSME activities are still not well developed because the people who are involved in various intervention activities are still limited to the administrators and village administrators' wives and those who are active. Activity programs are partially, not sustainable, and activity programs are not based on planned activity programs by community needs.

Based on the data of Go Online MSME Portal, the Office of Cooperative and Small and Medium Enterprise in 2023, the total MSMEs of Kapanewonan Turi including Girikerto Village are 3726 units of MSMEs in Kapanewon Turi, consisting of agricultural, forestry, and fisheries businesses amounted to 498 units, processing industries 515 units, waste management, waste, and recycling 12 units, and food and beverage businesses 678 units.

**CONCLUSION**

Based on the results of this study, it can be concluded that Girikerto Village has a lot of local potential which can be utilized and exploited to increase the income and economy of the community. The development of MSME HR competency in Girikerto Village has involved various stakeholders in providing interventions for programs, policies, activities, and facilitation and infrastructure. However, this program has not been carried out in a coordinated and sustainable manner among stakeholders. The intervention program has not been carried out in a sustainable, planned, and collaboratively coordinated manner so the results of the intervention in the form of policies and training, coaching, and development programs have not been able to show significant improvements. Each stakeholder intervenes based on the institution’s program, not based on community needs. The programs were carried out incidentally, not programmed yet. Some of the participants involved in the training were wives and wives of village officials and a small part of the MSME community. The skills, knowledge, and abilities they got from training have not been applied by all the participants. The MSME Forum in Gririkerto has not functioned as an institution properly. It only has function and role limited in coordination when there is training or facilitating assistance from the government, universities, or external institutions.

From this study, an intervention strategy can be proposed to implement a local resource-based MSME HR competency development program. The Village Government must prepare a policy program based on the available potential. It should be prepared in a planned manner taking into account the potential that can be utilized and developed to become economically valuable and useful. The Village Government together with related stakeholders needs to facilitate the
necessary facilities and infrastructure and provide training, mentoring, and guidance according to needs by involving trainees who are ready to implement and be involved in developing their business. Training and facilitation provided from outside must be directed to support the program that has been designed by the government. Collaboration programs must be carried out based on community needs collaboratively and sustainably to produce products that have useful value, added value, and economic value.

REFERENCES


