



PKM Human Resources Empowerment to Improve Employee Performance at Citra Lestari UMKM, Binor Village, Paiton District

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Article Info	ABSTRACT
<p>Corresponding Author: Deddy Junaedi E-mail: deddyjunaedy@unuja.ac.id, yunisfr19@gmail.com</p>	<p>Vegetable sticks are a processed product made from spinach which can then be used as a snack or can be called a snack. The obstacles faced by Citra Lestari UMKM are related to their human resources, namely : 1) Employees who are elderly and less productive, 2) Low employee skills, and 3) Lack of management understanding. One solution to overcome the obstacles that exist within Citra Lestari UMKM is to hold socialization in the workplace, as well as mentoring and service programs for employees at Citra Lestari UMKM. By providing opportunities for employees to learn new things, especially those related to skills, employees will be better prepared to handle work challenges and contribute more to business business processes. In implementing PKM activities at Citra Lestari UMKM, the service team has several plans/stages that have been prepared, namely starting from the preparation, observation, training, solution application, supervision and evaluation stages.</p> <p>Keywords: Empowerment; Human Resources; Employee performance</p>

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INTRODUCTION

UMKM Citra Lestari is a business that operates in the snack food business. This UMKM is located in Krajan Hamlet, RT.05 RW.03, Binor Village, Paiton District, Probolinggo Regency. This business is under the auspices of Postaklim and is managed by Mrs. Hostiningsih, which has been established since 2017. This activity, which has been going on for about three years, is also fully supported by PT. PJB (Java-Bali Generation) Paiton. This business has 15 employees with various ages and levels of education and most of the employees who work at this UMKM are housewives who live around where Mrs. Hostiningsih lives.

This UMKM sells several products such as vegetable sticks, herbal medicine, carang mas and its products are well known among the people of Binor Village. Products from these UMKM are also marketed at BUMDes Binor, more precisely at Bohay Beach, and

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one of the products most popular or sought after by consumers is vegetable sticks and Sinom herbal medicine. Because these two products have benefits for body health plus the prices are affordable for the general public.



The production process for products from Citra Lestari UMKM will be carried out every time the UMKM receive an order and also when there are certain events, one example is food bazaar activities. The vegetable stick product is one of the brilliant ideas of mothers who are members of dozens of Posyandu and PKK cadres in Binor village, turning vegetables into nutritious snacks.

This vegetable stick is made from vegetables, one of which is spinach which has benefits, including being perfect nutrition for the heart, being able to nourish the digestive organs, being able to nourish bones and joints and many other benefits. Nowadays, spinach is not only processed as spinach soup, but can also be processed into contemporary snacks, one of which is vegetable sticks. This snack can be used as an alternative to make healthy snacks.

Next, to make these vegetable sticks, there are several steps that need to be done, namely:

1) Preparation of tools and materials

To produce a product, of course the first thing to do is prepare the tools and materials. To produce her own vegetable sticks, the equipment uses tools that are already available in Mrs. Hostiningsih's house. Meanwhile, the ingredients are obtained from the Bumi Harmoni green house and harvests from local people who are also vegetable sellers.

2) The process of making vegetable stick dough



At this stage, all the necessary ingredients (such as flour, stock, mashed vegetables, eggs, etc.) are mixed in one container. After all the ingredients are mixed and become a dough, the next step is to knead the dough until it is smooth so it is easy to roll.

3) Grinding process



Once the dough is smooth, it needs to be shaped slightly flat so it is easy to roll out and then sliced lengthwise.

4) Frying Process



Heat the oil first before frying the shaped vegetable stick mixture. Use medium heat and wait until the color starts to change, if you feel the mixture is hardened and cooked, then remove from heat and drain.

5) Packaging Process



The fried steak is left to cool, after that it will be wrapped using packaging provided by PT PJB Paiton.

6) Marketing Process

The price for snacks in the form of sticks in one package is only IDR 15 thousand. Then, the proceeds from product sales will be used as Postaklim membership cash, so that in the future this organization will continue to exist and develop.

Reasons for Choosing a Program

One of the advantages of this UMKM is that its products are snacks which are made colorful and look eye-catching so they will attract many snack or light food lovers. Apart from that, the advantages of these UMKM lie in the persistence of mothers in carrying out their duties. The reason is, with only limited capital, they are able to continue to develop their business. With minimal capital, they collected operational costs and purchased the necessary equipment. However, there are several problems faced by these UMKM, namely related to their human resources:

- a. The age of employees who are classified as elderly and less productive, at this point elderly employees can affect their performance so that it is not optimal and results in longer production process times,
- b. Low employee skills, at this point the low level of education means employees only

have limited skills. So the skills possessed do not keep up with the times, for example in terms of product innovation. The product made is quite unique, namely vegetable sticks, but there is no innovation in taste. In times like now, many spicy foods are going viral. However, vegetable sticks only have 1 taste, namely original, not innovative flavors such as spicy, barbecue, or others.

- c. Lack of management understanding means that this UMKM product is still not well known to the wider public, due to the lack of digitalization of marketing and the lack of promotional activities.

Program to be implemented

Based on the explanation of village and UMKM conditions, empowering human resources to improve employee performance in order to increase employee productivity. The program that will be launched is to provide solutions or ways to increase employee performance at Citra Lestari UMKM. Apart from that, the benefit that will be obtained is increasing the knowledge of UMKM regarding human resource management which will also be useful for improving the quality of employees, if the knowledge gained is implemented properly and correctly.

METHOD

Implementation Stages

The PKM activity was held by our team on Tuesday, September 5 2023, at Citra Lestari UMKM. This method of implementing PKM activities has several stages, namely:

- a) Preparation phase. The first thing to do before carrying out PKM activities is that our team prepares all the tools needed during the activity, for example permits, banners, identity cards, socialization materials, test papers, stationery, consumables, etc.
- b) Observation Stage. At this stage, our team made direct observations at Citra Lestari UMKM and at the same time applied for a permit to carry out PKM activities at Citra Lestari UMKM.
- c) Interview Stage. This stage is carried out simultaneously with the observation stage. So, apart from conducting observations, our team also interviewed Mrs. Hostiningsih as the head of UMKM Citra Lestari regarding the business profile and the problems within it.
- d) Solution Application Stage. This stage includes implementing the plans that have been prepared by our team before going into the field. At Citra Lestari UMKM, there are several problems, namely related to production activities and human resource management. One of them is that employee performance is still low, causing production activities to be less effective and take longer. Apart from that, there is a lack of knowledge and awareness regarding the duties and responsibilities carried out by each employee so that production activities run less structured. From this problem, our team took a solution to provide assistance in the production process as well as carry out outreach so that employees understand more about the responsibilities of each existing task structure, so that the production process can be carried out by employees in accordance with their respective tasks. , not mixed up haphazardly.
- e) Documentation Stage. This stage takes the form of taking pictures related to the activities carried out by our team at UMKM Citra Lestari, namely production and outreach activities.

- f) Evaluation Stage. At this stage, our team evaluates the activities that have been carried out and corrects and assesses the results of the tests that have been carried out by Citra Lestari UMKM.

Partner Participation

In the implementation of HR empowerment socialization activities, Citra Lestari UMKM participated as an audience, as well as being a target for our team in an effort to improve the performance of employees at Citra Lestari UMKM. Apart from that, one of them, Mrs. Hostiningsih, also participated as a resource person for us who, before carrying out PKM activities, also needed a business profile from the UMKM.

The division of roles

In implementing this PKM activity, 9 students were involved. Four of them are the supervisory team and are also responsible for carrying out documentation. The remaining 5 students, 1 person as moderator in the socialization activity, then 2 students became presenters, and 1 student as coordinator gave a speech.

RESULT AND DISCUSSION

Production Assistance



The first solution, our team helps with the production process of vegetable sticks with the aim of helping employees solve problems to improve performance results, identify needs, and encourage the growth of initiative in the decision-making process. Apart from that, it provides a few solutions regarding the continuity of duties of each structure, so that each employee carries out their duties in accordance with the responsibilities that have been determined from the start.

The process of implementing this first solution includes: 1) Identifying problems experienced by employees in the production process, 2) Finding solutions to problems, 3) Providing moral support in the form of ideas or innovative flavors of contemporary products that are in demand by many teenagers, especially among students, 4) Improve performance results by assisting the production process, from dough processing to frying vegetable sticks.

Socialization of HR Empowerment



The second solution, we held a socialization regarding HR Empowerment which was attended by women from Citra Lestari UMKM. This socialization activity will provide new knowledge for employees regarding good and correct management steps. So indirectly, this activity can be a solution to the problem of skills and knowledge of employees which are still considered minimal/low. The implementation process is as follows: 1) Gathering women from Citra Lestari UMKM to take part in socialization activities, 2) Holding a pre-test before the socialization takes place, 3) Opening the socialization event by the moderator, 4) Greetings from the coordinator, 5) Delivery of socialization material from 2 students who served as presenters, 6) Implementation of the post-test, and 7) Closing

Evaluation Program



To implement this third solution, our team carried out two tests. The first is carried out before the socialization activities take place (pre-test) to measure the initial knowledge and abilities of Citra Lestari UMKM. And the second test was carried out at the end of the socialization event (post-test) to find out to what extent employees listened to the socialization material and to find out whether the socialization material we delivered could provide benefits for increasing their knowledge. Furthermore, our team will continue to carry out supervision so that we can find out about employees' abilities in implementing new knowledge that has been obtained from socialization activities. The following is a table of assessment results from socialization program activities:

No	Participant Name	Pre-Test	Post-Test	Results
1	Hostiningsih	5	5	Constant
2	Sudarsussi	5	7	Increase
3	Lutfiah	6	8	Increase
4	Lilik S	7	8	Increase
5	Romsatul Istiani	8	8	Constant
6	Imroatis Saadah	6	7	Increase
7	Juliana	5	8	Increase
8	Halima	4	9	Increase
9	Siti Mahmuda	6	8	Increase
10	Nur Hamidah	4	9	Increase
11	Nur Hayati	4	5	Increase
12	Sulayma	2	8	Increase
13	Khodijah	3	9	Increase
14	Ida Nur	5	6	Increase
15	Kholis	5	7	Increase
16	Yep	6	9	Increase

Based on the table above, it can be concluded that the socialization program that we implemented showed good results, which can be seen from the scores of several

participants who initially did not understand HR empowerment, finally understood and got better scores than before (pre-test scores).

CONCLUSION

The socialization program designed aims to help solve the problems that exist at Citra Lestari UMKM, one of which is a lack of management understanding, this means that this UMKM product is still little known to the wider public, due to the lack of marketing digitalization and not yet carrying out promotional activities. Apart from that, the performance of Citra Lestari UMKM employees is still relatively low, so this socialization program can help improve their knowledge and performance. In implementing this socialization program there were several limitations, including the atmosphere in the room which was not conducive because there were several participants interacting with other participants, several employees who had initially agreed to become participants but had not filled out their willingness to attend and canceled it. Based on the results of this program activity, our conclusions and limitations are that we hope that in the future we will pay more attention to the participants so that the atmosphere is more conducive and calm so that they can concentrate more when filling out the instruments, look for spare participants so that it is easier to find replacements when one of the participants is unable to attend.

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