

ARRANGEMENT OF HUMAN RESOURCES TO THE STRENGTHENING OF THE ECONOMY ON THE BUSINESSEMEN OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSMES) IN MAKASSAR, INDONESIA

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ABSTRACT: *Hernita. Arrangement of human resources to the strengthening of the economy in SMEs in Makassar, Indonesia. Type of qualitative research using Phenomenology approach. Source of data in this study include: 1) Primary Data Sources, 2) Secondary Data Sources. This research instrument is the researchers themselves, in which the researcher as an instrument to obtain accurate data supplied by a variety of methods. Reality in Makassar prove that there is a tendency not balance between providing qualified human resources with rate changes. It is then result in distortions between energy needs with expertise, skills and competency are not able to put up certain of educational institutions on the level of human resource needs in the community. Whereas compliance with those requirements should be obtained from outside the existing educational institutions. A drastic change from the New Order became the order of the reform should be the basic foundation for reorienting education must reset the system and the pattern of implementation of national education.*

KEYWORDS: Performance, human resources, Swot Analysis, Economic, Businessmen

INTRODUCTION

A drastic change in management and human resources has resulted in small businesses can not afford to run their business well. More specifically, the basic problems faced by small entrepreneurs are: First, the weakness in gaining market opportunities and increase market share. Second, weaknesses in capital structure and limitations to obtain the path towards capital resources. Third, weaknesses in the areas of organization and human resource management. Fourth, limited business networks of cooperation among small entrepreneurs (marketing information system). Fifth, the unfavorable business climate, because the adversarial competition. Sixth, coaching has been done is still lacking an integrated and lack of confidence as well as public awareness of the small business. Must be recognized as having quite a lot of effort guidance and empowerment of small businesses conducted by the agencies concerned with the development of small businesses. However, small business development efforts often overlap and do on their own. Differences in perception regarding small businesses this in turn leads to the development of small businesses still fragmented or sector-oriented, in which each institution builder emphasis on sectors or areas of their own proxies. The result was two things: (1) the ineffectiveness of the direction of development; (2) the lack of a uniform indicators of success, because each agency builder seeks to pursue targets and objectives in accordance with the criteria they have set themselves. Because egoism sectoral / departments, in practice often found the "rivalry" between organizations builder. For small businesses too, they often complain that just always used as "objects" built without any follow-up or solving their problems directly.

Question

How Swot Analysis in the Arrangement Of Human Resources To The Strengthening Of The Economy On The Businessmen Of Micro, Small And Medium Enterprises (Msmes) In Makassar, Indonesia

LITERATURE REVIEW

- A. Job Performance related assessment, Gomes (2003) argued that the purpose of performance assessment in general can be divided into two kinds, namely: 1) to mereward previous performance (to reward past performance), and 2) to motivate improvement of performance in the future (MOTIVATE future to performance improvement). The information obtained from the assessment performansi it can be utilized for the purpose of providing salaries, raises, promotions, and placements on specific tasks. Chung and Megginsong in Gomes (2003) suggests there are two main requirements necessary to conduct effective performance appraisal, namely: 1) the performance criteria that can be measured objectively, and 2) the existence of objectivity in the process evaluation .Criteria measurable performance objectively necessary for the development of certain qualifications. There are three important qualifications for the development of performance criteria that can be measured objectively, which includes: a) relevancy, b) reliability, and c) discrimination. Relevance indicates the level of concordance between criteria with the objectives of performance. For example, the production speed can be a more relevant measure of performance as compared to a person's appearance. Reliability indicates the degree to which the criteria produce results Consisten.Ukuran-quantitative measures such as units of production and sales volume resulted in consistent measurement basis relatif.Sedangkan subjective criteria, such as attitude, creativity, and collaboration, produce measurements that are not consistent, depending on who is evaluating, and how to measure it dilakukan.While discrimination measure the degree to which a performance criteria (performance) can show differences in performansi. If value tends to indicate everything is good or bad, it means that performance measures are not discriminatory, do not differentiate performance in between each worker (Gomes, 2003). According Steers in Sutrisno (2011), most people believed that individual performance is a function of a combination of three factors, namely: 1) the ability, temperament, and interests of a worker; 2) clarity and acceptance of the explanation the role of a worker; and 3) the level of work motivation. Thus, the actual job performance is always associated with the achievement of the results of working standards that have been set. Some indicators of job performance according to Sutrisno (2011) include: a. The work, which is the level of quantity and quality that has been produced and the extent of supervision conducted.
- b. Knowledge work, namely the level of knowledge related to the job duties will directly influence the quantity and quality of the work.
- c. Initiative, namely the level of initiative during the performance of work duties, especially in terms of handling the problems that arise.

- d. Mental dexterity, namely the level of ability and speed in receiving work instructions and adapt to the way of working and work situations exist. e. Attitude, namely the level of morale and a positive attitude in performing job duties. f. Discipline time and attendance, namely the level of punctuality and position attendance. Performance indicators show that the problem is actually the success of the work or job performance should be viewed from two perspectives: 1) must be seen aspects concerning the criteria for measuring the success of the work which is the ultimate goal of implementing a job, and 2) the behavior of the individual itself in its effort to achieve success according to established standards. Behavior itself is influenced by two main variables, namely individual and situational. There are three motivational components that may be associated with three different components of self-regulated work: (a) the expectations component, which includes beliefs about their ability to work, (b) the value component, which includes one's goals and beliefs about the importance and interest of duty, and (c) the affective component, which includes the emotional reaction to the job (in Paul R. Pintrich & Elisabeth V. De Groot, 1990).
- B. Economic Empowerment A developing country could suffer from the second gap at the same time. In addition, the gap does not distinguish between the two is important to achieve some policy conclusions. According to one view, the functioning legal system, a stable monetary policy, and effective support for education will all desired policy objectives because they can help reduce the gap (in Paul Romer, 1993). Intuition is quite simple: If the underdeveloped financial markets, then people will choose less productive, but 'flexible' technology. Given this technology, the manufacturer did not experience a lot of risk, and therefore there is very little incentive to develop the financial markets. Conversely, if the financial markets are developed, the technology will be more specialized and risky, thus creating the need for the financial markets. In the terminology Cooper and John (in Gilles Saint-Paul, 1992), there is complementarity between the strategic financial markets and technology, since both are instruments that can be used to diversify. The accumulation of human capital has long been regarded as an important factor in economic development. The results obtained in the initial set of regression was therefore somewhat disappointing: When someone is running a Cobb-Douglas specification implied in Jess Benhabib, Mark M. Spiegel (1994) standard production functions which include human capital as a factor, human capital accumulation failed to significantly in determining economic growth, and even in with a negative point estimate. More and better education is a prerequisite for rapid economic development worldwide. Education stimulate economic growth and improve people's lives through many channels: By increasing the efficiency of the labor force, by increasing democracy (Barro, 1997 in Thorvaldur Gylfason, 2001) and thus create better conditions for good governance, through the improvement of health, by improving equality (Aghion et al., 1999, in Thorvaldur Gylfason, 2001). Example, or model, a successful theory is a theory of economic growth Robert Solow and Edward Denison in (Robert E. Lucas, Jr., 1988) was developed and implemented for the twentieth century US experience. This theory will serve as a basis for further discussion in three ways: as an example of the form that is useful aggregative theory must take, as an opportunity to explain what form this theory can tell us that another type theory can not, and as a theoretical possibility for economic development. There are two main perspectives on the process of internationalization of small and medium enterprises (SMEs). The first to feel the internationalization of SMEs as a sequential process that leads from the domestic market to the international market in accordance with the "learning process,"

in which newly acquired knowledge of the market and increased resources are committed to this market (Johanson and Vahlne 1990, 1977; Cavusgil 1980; Bilkey and Tesar 1977 at the Julia M. Armario, David M. Ruiz, and Enrique M. Armario, 2008). C. Function and the Role of Human Resources There are two functions in human resource management that encourages mutually managerial functions and operational functions. Mulia Nasution in Andari (2005) states that the functions of management are: a. Managerial functions Planning workforce is planned to fit the needs of the company, effective and efficient in achieving the company's goals.

1. Organizing
2. Motivation
3. Supervision
- b. Operational functions
 1. Procurement
 2. Development
 3. Compensation
 4. Integration.

Dessler in Hendrayanti (2007) suggested that job analysis is a procedure to determine the tasks and the nature of the work, as well as the type of person who needs to be appointed to execute it, or in other words, job analysis provides data on employment terms that are used to draw up a job description and the specifications of the job (job specification). Furthermore, said also, that the information generated by the analysis of the work can be used in recruitment and selection, compensation, performance appraisal, as well as education and training. Furthermore Moekijat (in Hendrayanti (2007) suggests, that the job analysis provides information about the terms of employment as well as the types Understanding qualitative SWOT SWOT Analysis is a strategic planning method used to evaluate the strengths (strengths), weaknesses (weaknesses), opportunities (opportunities) and threats (threats) in a project or a business venture. The four factors that form the acronym SWOT (strengths, weaknesses, opportunities, and threats). This process involves determining the specific objectives of the business venture or project and identifying the internal and external factors that support and that is not in achieving that goal. SWOT analysis can be applied by means of analyzing and sorting out various things that affect the fourth factor, then apply the SWOT matrix image, where the application is how the power (strengths) were able to take advantage (advantage) on the opportunities (opportunities) that exist, how to overcome the weaknesses (weaknesses) that prevents gain (advantage) on the opportunities (opportunities) that exist, then how strengths (strengths) able to deal with threats (threats) that exist, and the last is how to overcome the weaknesses (weaknesses) that is able to make threats (threats) become real or creating a new threat. SWOT Analysis is an English acronym of Strengths (powers), Weakness (weakness), Opportunities (chances), and Threats (threats) is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats in a project or a business venture, SWOT analysis consists of four factors, namely:

a. Strengths (powers)

The condition of the power contained in the organization, project or existing business concept. The force that analyzed the factors contained in the body of the organization, project or business concept itself.

b. Weakness (weakness)

It is a condition of weakness contained within the organization, project or existing business concept. Weaknesses which analyzed the factors contained in the body of the organization, project or business concept itself.

c. Opportunities (opportunities)

It is a condition develops in the future opportunities that occur. A condition that occurs is an opportunity from outside the organization, project or business concept itself. For example, competitors, government policy, environmental conditions.

d. Threats (threats)

A condition which threatened from outside. This threat can disrupt organization / SASI, project or business concept itself. After it was made mapping SWOT analysis matrix and then be made to the table determined as SWOT information table. Then do a comparison between the internal factors include the Strengths and Weaknesses with external factors include the Opportunities and Threats. After that we could do an alternative strategy to be implemented. The strategy chosen is the most profitable strategy with risks and threats smallest. In addition to selecting an alternative, a SWOT analysis can also be used to make repairs and improvements to know the strengths (Strengths and Opportunities) and weaknesses (Weaknesses and Threats), then we are pursuing a strategy to make repairs themselves. Perhaps one of the strategies to improve the Strengths and Opportunities or perform other strategies that reduce Weakness and Threats.

RESEARCH METHODS

Type a qualitative study using phenomenological approach

Discussion

Swot Analysis in the Arrangement Of Human Resources To The Strengthening Of The Economy On The Businessmen Of Micro, Small And Medium Enterprises (Msmes) In Makassar, Indonesia

Challenges

World World Business Challenges in HR Planning Without ignoring the industrial scale, size and location, this time without exception business organizations and the banking industry will be faced with five critical business challenges and collectively these challenges requires organizations to build new capabilities (Ulrich, 2002). The fifth challenge is:

- 1) Globalization, which requires business organizations improve the ability to learn, to collaborate and deal with diversity, complexity and ambiguity.

- 2) Profitability through growth. This can be done through efforts to gain new customers who are creative and innovative
- 3) Technology. The challenge facing the organization is to create an understanding and proper use of what technology has to offer.
- 4) Intellectual capital. The challenge for organizations is to make sure that they have the ability to determine, assimilate, develop, replace and maintain the human resources that have the potential for more.
- 5) Changes continuously. The most competitive challenges facing the company is adjusting to change is relentless, so companies should always be in a state of transformation that does not end, the fundamental and continuous.

To face these challenges, according to Kane and Stanton (2003) the company's organization must have the characteristics of human resources strategic planning approach that is: have policies and good planning and systematic, is able to enhance the role of line managers in HR processes, able to integrate with the human resource policy and planning policies HR management organization, able to motivate all the components of human resources and carry out recognition of the work culture (corporate culture) individuals, groups and organizations.

Furthermore Kane and Stanton added the six concepts needed in HR planning, namely:

- 1) The desire of top management and HR managers in order to engage more pro-active management of human resources in the achievement of organizational goals.
- 2) Efforts to integrate the needs and expectations of workers in career development with organizational goals.
- 3) The need to coordinate and integrate the various functional areas of HR management by strategy and objectives of the organization
- 4) Recognition of the contribution of the strategies and goals of the organization
- 5) Planning levels of the organization as opposed to geographical planning.
- 6) integrated HR planning requirements

To design and planning process of the development of human resources in tune with the needs of the organization, the integrated systematic planning is necessary that the First, strategic planning aimed at keeping the company's survival in a competitive environment and provide a forecast long-term human resource needs. Second, operational planning which determines the need sources of labor and everyday needs in the company. Third, human resource planning, which can predict the quality and quantity of labor required to meet the needs of short-term and long-term. So that long-oriented HR planning and is fully integrated with strategic planning, it takes some requirements such as: being able to analyze changes in the external environment (social, economic, political and technological) in accordance with the needs of the organization, optimizing internal capabilities in order to more centralized strategic HR planning and HR planning function can maintaining harmonious relations with other aspects of human resource management functions.

Opportunities

Human resources is through education. In addition, in order to provide quality education services, the government has built educational facilities are adequate, including the rehabilitation of damaged classrooms. Kemdikbud data in 2011 showed that there are still about 173 344 classrooms in elementary and junior high school severely damaged. (Bappenas RI in Book I, 2011: 36).

The process for improving the quality of human resources is a current development goals and is the responsibility of the whole society and nation of Indonesia is education. It is relevant to law No. 2 of 1989 on the national education system which states that the function of education is to develop the capacity and improve the quality of life and human dignity Indonesia in order to achieve national goals.

Development activity one economics has involved local and state government employees actively solicit and recruit major employers through offering tax moratoriums, training and relocation assistance, infrastructure development or enhancement, or one of a number of other incentive programs or proposals. This effort is expensive and has been highly praised in the past as the main source of job growth in a country or region (in JoAnn C. and James W. Carland Carland, 2004). Therefore making human resources became one of the important assets. Be aware that with the rapid development and changes as a result of the globalization in almost all aspects of society, should be the basis of departure and reformulate the necessity to think over about the education system and the pattern of implementation. Nevertheless a system at a time is very fit but can not be denied that such a system would be left behind and unable to meet the demands of changes that occur later.

In order to increase the growth of SMEs in Indonesia, the Chamber held held several programs, among others is the 'Exhibition of Cooperatives and SMEs Festival' on June 5, 2013 and were followed by 463 KUMKM. The event aims to introduce the products of SMEs in Indonesia and also as a stimulant for the public to be more creative in developing small and medium-sized enterprises

In addition, Indonesia's preparation of sector Cooperatives and Small and Medium Enterprises (SMEs) to face the MEA 2015 is the establishment of the National Committee of Preparation AEC 2015, which serves to formulate a precaution and to disseminate to the public and KUMKM regarding the implementation of MEAs at the end of 2015.

The steps that have been prepared in anticipation of the Ministry of Cooperatives and SMEs to help SMEs meet the ASEAN free trade era, among others, to increase insight into SMEs to the MEA, increase production efficiency and business management, increase product market absorption of local SMEs, the creation of business climate conducive.

However, one of the main obstacles for the sector factor Cooperatives and SMEs to compete in the free market era is the quality of human resources (HR) SMEs are generally still low. Therefore, the Ministry of Cooperatives and SMEs to provide guidance and empowerment KUMKM directed at improving the quality and standard of products, to be able to improve the performance of SMEs to produce products that are highly competitive.

The Ministry of Industry is also carrying out development and empowerment of small and medium industries (SMEs) which are part of the SME sector. Strengthening SMEs play an important role in poverty alleviation efforts through the expansion of employment

opportunities and produce goods or services to be exported. In addition, coordination and consolidation among agencies and ministries also continue to be improved so that the inhibiting factors can be eliminated.

Weakness

Availability of capital seems also remained a major constraint. Although relief efforts have been attempted but in the realization of many we have encountered less on focus. Relief effort by the government is trying to widely used by certain people for the benefit of himself in the sense not as intended. Hope for the micro small and medium businesses to obtain capital through banks also can not promise. This is because the number of banking procedures that sometimes can not be met by SMEs.

In the future, we would expect the proper provision of venture capital from the government's target, then the banks are able to provide or facilitate access to micro small and medium businesses in terms of venture capital lending policies. Another thing that can not be ignored is the role of investors both from within and from abroad. But it must not be separated from the role of government to provide open access and there.

Furthermore, to be considered and an obstacle in the development of SMEs, namely the quality of production, human resources, information access, business development services, business networks and that when the importance of that technology. Especially considering this at the end of 2015 Asean Economic Community will start running. Of course, the availability of technology and information is needed SMEs so that later they can compete with foreign SMEs. With the ASEAN economic community in which the circulation of goods and services no longer recognize state boundaries will certainly bring positive and negative effects on SMEs. Positive values when the results of goods and services we can compete in the market but will eventually have a negative impact when the opposite is true.

Regardless of the problems faced by SMEs, need to realize that SMEs really are in a complex and dynamic environment. Then efforts to develop SMEs will not mean much if they do not consider the construction (especially economic) wider. Form of development that would establish the rule implemented for businesses, including SMEs making efforts to develop SMEs not only be done partially, but must terintegritas with national economic development and implemented on an ongoing basis. During this time of economic policy, especially the development of the business world has not made a strong bond for the creation of linkages between large enterprises to SMEs. This is exactly the one that resulted in monopolization of the market so as not leaving the market space for SMEs.

Excess

As a condition of SMEs Economic Pillar in Indonesia From the perspective of the world, it is recognized that micro, small and medium enterprises (SMEs) play a vital role in development and economic growth, not only in developing countries but also in developed countries. It is widely recognized that SMEs are very important because they are the main characteristics that distinguish them from large businesses, mainly because SMEs are labor intensive efforts, there are at all locations, especially in rural areas, more dependent on local raw materials, and the main provider goods and services the basic needs of low-income or poor. By being aware of the importance of the SME, do not wonder why the government-in almost all NSB has a

variety of programs, with a subsidized loan schemes as an important component, to support the development and growth of SMEs. International institutions like the World Bank, Asian Development Bank (ADB) and the World Organization for Industrial Development (UNIDO) and many donor countries through bilateral co-operation is also very active so far in the efforts of development (or capacity building) SMEs in NSB. Micro, small and medium enterprises (SMEs), is one of the leading driving force in economic development (World Bank, 2005). SMEs plays a fairly significant in the economy. Contributions referred mainly on employment. In 2005, SMEs in Indonesia is able to absorb 77678.498 thousand people or by 96.77% of the total work force that can be absorbed by the small-scale enterprises, medium, and large (Sri Susilo, 2007). In terms of number of business units and labor can be absorbed by the SMEs is much greater than large businesses. On the other hand, in the case of the creation of added value for the Gross Domestic Product (GDP), the large business (UB) is much bigger than SMEs.

Asean Economic Community (AEC) / AEC (ASEAN Economic Community) in 2015 is a project that has long prepared all members of ASEAN which aims to improve the economic stability in the ASEAN region and form the economic area among ASEAN countries is strong. With the enactment of MEA at the end of 2015, ASEAN member countries will experience a free flow of goods, services, investment, and educated workforce to and from each country. In this case, that needs to be done by Indonesia is how Indonesia as part of the ASEAN community trying to prepare oneself and take advantage of opportunities AEC 2015, as well as the need to improve the capability to be able to compete with other ASEAN member countries so that the fear of losing competitiveness in their own country due to *terimplementasinya AEC 2015 did not occur*. The government has issued Presidential Instruction (Instruction) No. 11 of 2011 on the implementation of the AEC Blueprint commitments in an effort to prepare for the ASEAN free market. In the AEC blueprint, there are 12 priority sectors that will be integrated by the government. The sector consists of seven sectors, namely agro-industry goods, automotive, electronics, fisheries, rubber-based industry, wood-based industries, and textiles. Then the rest come from five sectors, namely air transportation services, health, tourism, logistics, and information technology. These sectors in the era of MEA will be implemented in the form of the release of the flow of goods, services, investment, and labor.

CONCLUSION

To design and planning process of the development of human resources in tune with the needs of the organization, the integrated systematic planning is necessary that the First, strategic planning aimed at keeping the company's survival in a competitive environment and provide a forecast long-term human resource needs. Second, operational planning which determines the need sources of labor and everyday needs in the company. Third, human resource planning, which can predict the quality and quantity of labor required to meet the needs of short-term and long-term.

One way to improve the quality of human resources is through education.

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