

HR Competency Development Trough Marketing Training for Tourism Operational Employees of Bumdes Sekapuk, Gresik

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Abstract:

The role of Human Resources in the organization can be seen from employees' contribution to the achievement of organizational performance. The growth in tourist arrivals from year to year is fully supported by the role of operational employee marketing competence in providing services to tourism consumers. Hence, increasing employee competence in marketing is a crucial thing Bumdes Sekapuk must do as the Setigi & KPI tourism business manager. University of Muhammadiyah Gresik lecturer community service conducts marketing training activities for Setigi & KPI operational employees as a Higher Education contribution to Tourism SMEs in Gresik. Face-to-face training and discussion methods are carried out interactively with participants to provide solutions to marketing problems in the field. Implementing employee training by increasing knowledge, insight, and competence in tourism marketing activities is expected to improve the performance of tourist visits to Setigi and Pak Inggi Gardens (KPI) tourist destinations, Sekapuk Gresik village.

Keywords: Bumdes Sekapuk, Employee Training, Competence.

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Introduction

The existence of quality human resources (HR) in the tourism business determines the quality of employees who play an essential role in advancing organizational success. Therefore, the availability of quality human resources (HR) within the organization is a crucial company asset that will later support employee productivity to support the organization's progress. In addition, human resources also determine the process of running the performance of an organization. Agrotourism "Setigi and Pak Inggih's Garden" (KPI) is located in Sekapuk village, Gresik, as a tourist attraction that has only been operating since 2019 (Sekapuk Bumdes info, 2019) and KPI was only established around 2020. As a new business unit that is still improving, various challenges, such as aspects of consumer purchasing decisions, consumer purchasing power, competitors' growth, and the highly competitive internal and external business environment, have yet to

become the attention of tourism managers. Therefore, in supporting success in managing the tourism business, adequate competence in Human Resources is needed as an essential support in the operation of the tourism business. However, the challenges of human resource needs still need to be understood by Bumdes as a manager. Hence, training for employees still needs to be a priority for tourism business managers at Setigi Tourism objects and KPI (Pak Inggi's Garden).

Law No. 13 of 2003 concerning Manpower article 1, paragraph 10 states that competence is each individual's workability, including knowledge, skills, and work attitudes by established standards. Competence is an essential characteristic of personnel that determines the success or failure of someone in doing a job or in a particular situation (Moehariono, 2012). the components that makeup competency, according to Abdullah



(2013), are (1) Knowledge; (2) Skills; (3) self-concept; (4) Personal characteristics; (5) Motives. Setiawati (2009) states that competency, which consists of knowledge, skills, and work experience, significantly influences performance, with the most dominant variable affecting performance being knowledge. Efforts to develop human resources through training with the hope of an increase in Competence for HR tourism organizations provide opportunities for employees to learn the skills needed to meet current and future job demands (Werner & Desimone, 2012). While training is a process by which employees gain the ability to do a job (Mathis & Jackson (2012). Training as a process teaches new employees the basic skills they need to carry out their jobs (Desler, 2010, p. 280)

For Bumdes Sekapuk as the manager of the "Setigi & Kebun Pak Inggi" agro-tourism business under the same management, employee training requires financing or a budget. In contrast, Setigi agro-tourism and KPI are newly operational tourism objects, so the need for training by managers has never been considered for budgeting. This decrease in the number of tourist visits could be due to the low competence of marketing employees, which unknowingly had an impact on the number of tourist visits to Setigi & KPI, which in the past two years has decreased compared to the number of visits in the previous year 2020 or lowered by around 27% in 2021 and 41% in 2022 (Bumdes Sekapuk, 2022). This condition indicates a decrease in the acquisition of tourism object turnover, or it can be said that a reduction in organizational performance. Performance is the result of work that can be achieved by a person or group of people in an organization by their respective authorities and responsibilities to achieve the goals of the organization concerned. Legal, does not violate the law, and by moral ethics Sedarmayanti (2007: 260)

This Community Service activity is hoped this will be a win-win solution

step for both lecturers who are obliged to carry out PkM activities, for students to have the opportunity to experience community service activities while for the benefit of Bumdes Sekapuk management to get solutions to the problems they face. The training program for tourism operational and management employees is expected to help increase the knowledge capacity of employees and managers in understanding tourism business marketing activities in maintaining or increasing performance in achieving the number of tourist consumer visits. Training and development is an indispensable strategic tool for improving employee and organizational performance. Through training, it is believed that they will gain a competitive advantage (Tjahjono, 2005; Falola et al., 2014).

Improving the competence of marketing department employees is very important, considering marketing is the spearhead of management in creating profits. Through an adequate understanding of marketing, it becomes essential for management to support tourism business operations. Therefore, efforts to improve marketing competence through marketing training programs are expected to increase employee competence in doing their jobs better to keep the operational performance of tourist destinations through increasing tourist business visits and the impact on improving employee welfare.

Method

Implementation Method

This Community Service activity was carried out on the eighth of February, 2023. Planning and socialization of activities have been carried out since September 2022 to ensure partners' needs in PKM activities. Based on the phenomena found by the service team, they conducted a problem analysis based on the conditions found; the problems

faced by the service team were: 1. There was a decrease in the number of visits to Setigi tourism objects and managed KPIs, or it can be said that there was a decrease in marketing employee performance 2) Low resource competence Human-caused the absence of employee training programs.

There are two problems found by the service team offering solutions to the issues faced by Bumdes Sekapuk in the form of low HR competence and low performance of the tourism business. The solutions provided in the form of marketing training and training to understand the tourism business are pretty appropriate considering that so far, no employee training has ever been carried out due to the absence of training costs and the lack of management understanding regarding the benefits of HR training and development for the organization. The training is conducted through face-to-face sharing sessions and direct discussions on problems found in the field with participants.

Location of Activities

This activity was carried out at the Sekapuk Bumdes Office, on Jalan Prof. Buya Hamka No. 01 RT 3 RW 2, Sekapuk village, Ujung Pangkah, Gresik ... Before the implementation of the activity, it was started with socialization activities which were fully assisted by Bumdes management since September 2022 to ensure that personnel is included in training in tourism marketing. This activity was attended by around 20 (Twenty) participants who were operational employees of the Setigi Tourism object and Pak Inggi's Garden (KPI). Of the 20 HR people who participated in the training, only 24% had an undergraduate education or only 7 (seven) people. Other employees from the village community around the tourist area who graduated from junior high school and high school.

Stages of Training Implementation

The stages of implementation and descriptions of PKM activities by service

lecturers are presented in Table 1 below:

Table 1. Activities Program

No	Stages	Description of activities
1	Preliminary survey	Define target partners Conduct a situation analysis
2	Outreach & Planning	Outreach to partners, determining potential participants, and planning time and place of activity
3	Implementation	Training program
4	Evaluation	Evaluation of the impact of training for PKM partners

PKM activity partners for lecturers at the Muhammadiyah University of Gresik are productive partners located in the village of Sekapuk Gresik. Partners are community business institutions, namely Bumdes Sekapuk, which has developed a tourism business where the selection of this business is adjusted to the availability of resources owned by the village. The tourism business that has been created has increased in two years, so it has become two tourism business units, namely Setigi Destination and Pak Inggi Garden Agrotourism. The target of this activity is training in marketing for operational/ marketing and management employees from Setigi and KPI as a solution for partner needs using the method described in Table 2. The following:

Table 2. Activities and Outcomes

No	Activities	Activity Output
1	Socialization of tourism marketing training programs	The understanding of the aims and objectives of PKM activities at

		the Muhammadiyah University of Gresik in collaboration with Bumdes Sekapuk, Ujung Pangkah, Gresik.
2	Face-to-Face Training at the Bumdes Operations office, Sekapuk	Delivered training materials in the field of tourism marketing with the topics: Session 1 – Understanding Tourism Consumer Behavior Session 2 – Strategies for marketing tourism businesses
3	Forum Discussion	Interactive discussion between participants and resource persons to get solutions to problems in tourism marketing operations
4	Evaluation	Evaluation to determine operational employees' knowledge increase after receiving training with post-test media.

Transferred science and technology overview. Automatic monitoring has been widely carried out and has proven to be quite reliable by using a microcontroller. In general, a microcontroller is a digital device that functions as a data processor and can be connected to various sensors

according to user needs (Goud, E. H., et al., 2017) With uncertain water conditions, this tool is designed to use a pH sensor as the main parameter, in this tool, two DC motors function as pH stabilizer liquid sprayers.

The pH meter sensor is an electronic device that functions to measure the pH (acid or base) of a solution. The pH meter consists of a pH measuring probe connected to the measured value which measures the pH value and displays the pH value. In this study, a pH sensor was used to measure the pH levels in the koi fishpond. The price of this PH meter is quite expensive and there is no automatic pH setting, therefore the solution offered is to: Create a tool that can monitor the pH in koi fishponds automatically.

1. Needs analysis

This needs analysis consists of an analysis of the hardware and software requirements that you want to use IN the development of a pH control system in fishponds. The following are the software and hardware details that will be used in system development.

The Software which will be used:

- a. Proteus 8.6. Serves as a PCB design and circuit schematic as well as simulates the tool to be made.
- b. Arduino ideas. Serves as a platform to run and create program code to execute C++ code that will run on the tool system which includes the pH sensor module program, DC motor, and Arduino Uno microcontroller to transmit pH sensor module data.
Hardware that will be used:
- c. pH Meter Sensor. Serves to measure the level of acid-base dissolved in a solution. In this study, the pH meter sensor functions as a

measure and monitors the dissolved acid-base levels in the koi fishpond

- d. Arduino Uno. Serves as a center for processing electronic signal inputs into the required output. In this study, Arduino Uno converts the input electronic signal obtained from the pH sensor into the desired output. The output itself is when the pH sensor detects that the pH dissolved in the koi fishpond does not meet the standard, the DC motor will pump the solution so that the desired pH will be found

2. How the tool works

The tool that will be designed in this service will be used to monitor the pH in the koi fishpond, here is how the tool works.

- a. The pH meter sensor is dipped into the pond, the position of the pH meter sensor installation itself depends on the position of the shower in the fishpond.
- b. After the device is turned on, the pH meter sensor will start to calculate the pH value dissolved in the water.

Results and discussions

Based on the results of open discussions between operational employees, management representatives, and the marketing division of Bumdes Sekapuk shows that management thinks that the tourism objects being managed are still of interest to the public. However, quantitatively there has been a decrease in the number of visitors to tourism objects, but this has not been considered a decrease in business. This shows that the knowledge of business management, both managers and operational employees, needs to be improved or more competent regarding understanding the tourism business even though they have managed two tourism objects. Without serious effort

in managing human resources, the managed tourism objects will have low competitiveness. Efforts to improve competence require budgetary support for training, which the management of Bumdes Sekapuk has never carried out. The need for competent and reliable human resources is a priority for Bumdes to be implemented immediately to improve business performance and competitiveness of the tourism business.

Bumdes Sekapuk

Bumdes Sekapuk as a Village Owned Enterprise was established in 2009, in its business development has been completed with Village Regulation No. 4 of 2018. The operational location of Bumdes is Jalan Prof. Buya Hamka No.1, RT 3 RW 2, Sekapuk Ujung Pangkah Village, Gresik Regency. In its activities, it has had several business units that started through a savings and loan business. The savings and loan business is managed by 4 (four) administrators through fund turnover with a total of 150 members and then grows to reach business assets of up to 114 million per year. There are 6 (six) business units developed through optimizing capital from the Bumdes Sekapuk saving and loan business which in their operations involve the community around the village. The business units are 1. Multiservice LKM unit; 2. PAM Unit (Community Water Management); 3. Mining Unit; 4. Village Cleanliness Unit; 5. Setigi tourist units; 6. Integrated Village Sports Infrastructure Unit. Operationally, the Bumdes Sekapuk business unit has successfully run its business and is entirely developed.

The tourism business, namely Setigi Tourism, is one of the business units that boost the income of Sekapuk Village. Previously, Setigi Tourism was originally a

former mine, slum area, and much garbage. Now it becomes income for the village community. Previously, it was categorized as a poor and underdeveloped village; now, it is a billionaire village. In 2021, Sekapuk Village was listed as 1 of 697 villages in East Java that are included in the independent village category based on the results of the 2021 Development Village Index (IDM) survey, which was held by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kompas.com, 2021). As a driving force for the village economy is the village head of Sekapuk, Mr. Abdullah Halim, who is a former ship captain who initiated the development of the Setigi tourism business and KPI



Gambar 1. Setigi Sekapuk

Head of Bumdes Sekapuk Asjudi, who currently operates five business units, last year Bumdes managed to reap a net profit of Rp. 7 billion contributed Rp. 2 billion to Village Original Income (PAD). From these results, the village government could provide scholarships to students from Sekapuk Village from elementary, junior high, and high school to undergraduate (Bachelor) scholarships for children who excel and from underprivileged families.

Training

Considering the problems faced by partners related to the low competence of their human resources because the human resources supporting the tourism business come from the surrounding community, most of whom are educated from junior high school to high school/K. Bumdes Sekapuk, as the manager, has never conducted any training activities during its three years of operation. Training is a process of teaching specific knowledge, skills, and attitudes so that employees are more skilled and able to carry out their responsibilities better. In the end, the training can support the achievement of company goals. (Handoko, Negara 2014). The solution offered by the service lecturer team provides free training as the service lecturer's contribution to partners. The training is given in two face-to-face sessions with the following materials:

1) Service Consumer Behavior – this material provides insight into the importance of a tourism business manager understanding the behavior of service consumers. The tourism business is categorized as a service business unit. There are significant differences between consumers of products and services, so by conveying this material operational staff at Setigi and KPI can better understand what is expected and desired by tourism consumers to improve further the services provided

2) Tourism Business Strategy - this material provides insight into the importance of a business strategy that managers must understand, considering that with the growing number of tourism businesses in Gresik Regency, the level of competition in the tourism business is becoming more competitive. Understanding business strategy will provide

insight into the importance of understanding the internal & external environment, strengths, weaknesses, opportunities, and threats. That might be faced in managing the tourism business in addition to company resources, competitor factors, and how policies will be made in building a business strategy that is carried out. Increased management competence is expected to encourage and improve the performance of the tourism business so that it can compete and sustain amid the existing competition in the tourism business market.

Competence

The role of marketing as the company's spearhead in creating profits can be realized when employees in the marketing department have the appropriate competencies. Increasing hard skills to improve HR performance has an impact on improving company performance. Harjanto, 2019; Easy, 2016; Moreno Jiménez et al., 2019). Competence is a person's character that is easy to see, such as knowledge, skills, and behavior (Byars and Rue: 2017). Work that has been given to someone and that person can complete the job well then this can be said to be competence; this is based because competence is a skill possessed by someone and accompanied by knowledge, skills, and attitudes in working to achieve targets, namely quickly resolved his \task well. Tourism service businesses involve more human resources in the service process. Service consumers need more services than consumers who buy physical products. The impact of service consumption will be very significant on customer satisfaction or service repurchase. Therefore, the need to increase competency based on the availability of quality human resources still needs to be higher. Through training conducted by operational/marketing employees, they are provided with knowledge in

understanding service consumers and how to understand the service business better.

Conclusions

Management is expected to realize the importance of increasing employee competency to improve the tourism business. Training can be carried out regularly and continuously. The training budget must be held and budgeted regularly. Ongoing training will improve HR competence, and competent employees will positively contribute to improving the performance of the tourism business. The impact of more competent employees will have the potential to increase the number of tourist visitors/marketing turnover of managed tourist destinations

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