



Developing Potential Natural Resources and Human Resources Among The COVID-19 Pandemic in Gempolpendowo Village

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ARTICLE INFO

ABSTRACT

Keywords:

SWOT Analysis, Development of Natural Resources and Human Resources, MSME products processed by Freshwater Fish Crackers.

This study aims to determine the development of Developing the Potential of Natural Resources and Human Resources in the Middle of the Covid-19 Pandemic in Gempolpendowo Village, Glagah District, and to determine the business development strategy. The data analysis method used is 1) qualitative descriptive analysis to find an overview of the freshwater fish cracker business strategy, 2) SWOT analysis to identify internal and external factors that are the strengths, weaknesses, opportunities and threats in the development of freshwater fish cracker business. Based on the results of the research in the discussion, it can be concluded that the PKK group of women is one of the groups of mothers in Gempolpendowo Village, Glagah District, who carry out a snack business made from freshwater fish, all of whose members consist of women - housewives. which is in the village of Gempol Pendowo. Based on the results of the research from the SWOT analysis, the calculation of the value that exists between strength (streght) and weakness (weaknes), opportunity (opportunity) and threat (treath), where the strength value is 1.70 while the weakness value is 1.21 thus there is a difference in value + 0.49, while the opportunity value is 1.71 and the threat value is 1.24 with a difference in value + 0.47. From the difference, a line can be drawn from the X and Y axes, and a point is found in the area of strength (S) and opportunity (O), which allows an alternative aggressive strategy (SO) where this coordinate is in quadrant 1 (aggressive) This means that the Freshwater Fish Crackers Business has excellent strengths and opportunities, which can take advantage of the existing strengths and opportunities to develop Freshwater Fish Crackers.

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1. Introduction

One example of the development of economic growth in Indonesia that has contributed to advancing the country is Micro, Small and Medium Enterprises (MSMEs). This business has a very strategic role in national economic development, MSMEs play a role in economic growth and employment. In the economic crisis that has occurred in our country since a few years ago, where many large-scale businesses have stagnated and even stopped their activities, the Micro, Small and Medium Enterprises (MSMEs) sector has proven to be more resilient in facing this crisis.

MSMEs are able to help rural economies because of their real nature in creating new jobs, resources, and services. One of the MSMEs that can help the people's economy in the midst of the current Covid-19 pandemic is a cracker processing business made from freshwater fish which is located in Gempolpendowo Village, Glagah District, Lamongan Regency. is one of the largest freshwater fish producers in the Lamongan area. This is because the potential for agriculture and fisheries in Gempolpendowo Village, Glagah District, Lamongan Regency is quite good with a yield of 223 tons each year. Moreover, agricultural products, especially aquaculture in Gempolpendowo Village, are dominated by freshwater fish such as shrimp, milkfish, tilapia and tilapia, so far these freshwater fish are only mostly sold in middlemen and consumed themselves so that no added value is produced. Therefore, further processing efforts are needed so that the sale value and the profit received is greater. Variants of processed freshwater fish crackers are prawn crackers, mujaer crackers and milkfish crackers. The process of processing this product is quite simple so that it has the opportunity to be developed by rural communities. Housewives who join the PKK group in the village of Gempolpendowo have the initiative to develop a freshwater fish cracker processing business.

Various problems faced by small industries, both from outside and from within, greatly affect the development of Micro, Small and Medium Enterprises (MSMEs) in the processing of freshwater fish crackers in Gempolpendowo Village, Glagah District, Lamongan Regency. Various efforts need to be made in maintaining the continuity of the freshwater fish cracker processing business in Gempolpendowo Village, Glagah District, Lamongan Regency, which is well known by the local community for its quality, therefore a business development plan is needed that is in accordance with company conditions so that MSME freshwater fish cracker can be more developed. and the company's goals can be achieved.

2. Literature Review

2.1 Definition of Potential

Potential is something that can be used as a material or resource that will be managed either through human effort or through machine power, where potential can also be interpreted as a resource that is around us. (Kartasapoetra, 1987: 56)

Natural resource is something useful and valuable that is found in nature. In raw and unprocessed conditions, natural resources are valuable inputs into the production process

Amenity (available easy and fun) so that it can be consumed directly.



2.2 Human Resource Management Concept (MSDM)

Human Resource Management (HRM) is all activities related to the recognition of the importance of workforce in the organization as a vital human resource, which contributes to the goals of the organization, and takes advantage of functions and activities that ensure that human resources are used effectively and fairly. for the benefit of individuals, organizations and society.

The health level of human resource management in an organization can be assessed from the accuracy of carrying out HRM functions, which include: (1) HR Planning, (2) Job Analysis, (3) Employee Procurement, (4) Employee Selection, (5) Orientation , Placement and Assignment, (6) Compensation, (7) Performance Appraisal, (8) Career Development, (9) Employee Training and Development, (10) Quality Creation of Work Life, (11) Employment Negotiations, (12) Employee Research, and (13) Employee Retirement and Termination. The benefit of an employee must be seen from the interests and meaning for himself, the productivity of the organization and the parties who obtain the services of the organization.

Things that must be considered in the utilization of natural resources are as follows.

- a. There are limited factors of natural resources
- b. Distribution of natural resources is not evenly distributed
- c. Natural resources are renewable and non-renewable

2.3 Principles of Utilization of Natural Resources

The use of natural resources must be in harmony with and in balance with the functions of the environment. In this case, it is necessary to have an eco-efficiency (economic efficiency) by taking into account ecological relationships to reduce losses for the sustainability of development and the ecosystem.

The principles of exploiting natural resources are as follows.

- a. Be selective
Selective is done by making a mature design in using natural resources because it must be as needed.
- b. Sustainability
Natural resources are used for a long time, so their sustainability needs to be maintained.
- c. Savings
As well as being selective, using natural resources requires careful design so that there is no waste that will disturb the quantity / quality of natural resources.
- d. Renew
The activities that can be carried out to renew natural resources are reforestation, animal / plant breeding, rotating field planting, and proper cultivation of agricultural land.

2.4 Definition of Community Empowerment

Community empowerment is an effort to provide power (empowerment) or strengthening (strengthening) to the community. Community empowerment is also defined as the ability of individuals who are united with the community in building the empowerment of the community concerned so that it aims to find new alternatives in community development (Mardikanto, 2014). According to Suharto (2005: 60),

2.5 Definition of Strategy

Strategy comes from the Greek word *strategos* with the roots *stratos* and *ag*, *stratos* means "military" and *ag* means "leader". At first, strategy was defined as generalship, something the generals did in making plans to conquer the enemy and win. It is not surprising that in the beginning strategy was always associated with strategies devised to face the marketing war and win the battle. However, after the 1950s the strategy changed. By integrating the meaning contained in the meanings presented, the strategy is basically the translation of the company's vision into a long-term policy formulation to serve as a guide in mobilizing the company's goals that have been planned consistently and for making relevant decisions regarding the empowerment of the company's resources.

The company strategy is a long-term plan that has been prepared to achieve the company's mission and face the various obstacles that the company will enter. The strategy owned by the company must be consistent with the company's goals and can be achieved with existing resources, or those that are expected to exist and take into account

3. Research Methods

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4. Results and Discussion

4.1 Preparation Testing

The test was carried out to find out whether the data used in this study were in accordance with the research procedures and whether the results were in accordance with the proposed preparation. Before carrying out the prepositions, a research aid table is presented which is obtained from the processing of the raw data. The data are as follows. To find out the business development strategy (x1), product variation (x2), and increments Economic strength (y) based on 20 respondents used as the research data source, the results are as follows:

Data analysis method

a. EFAS Analysis (External Factor Analysis Strategy)

This EFAS analysis is used to determine the extent of the response given by management to opportunities and threats from the external environment. The assessment or reting criteria used in the EFAS analysis are relatively in nature. This depends on the intensity of the influence of these external factors for the company's existence. The ratings are given in sequence from 1-4, number 1 indicates very weak / low and number 4 is very strong / high. The results of the calculation of the PKK Desa Gempolpendowo analysis are as follows:

Table 1
EFAS Analysis Table

External strategy factors	Weight	Reting	Score	Komentar
Opportunities:				
• Government regulations on SMEs	0,16	3	0,48	
• Technological developments in expanding its market and promoting products	0,18	4	0,72	
• Freshwater fish cracker flavor variant	0,17	3	0,51	
Sub total	0,51		1,71	
Threats:				
• Products can be copied by others	0,17	3	0,51	
• Increasingly varied market share competitors	0,15	3	0,45	
• Village farmers fail to harvest because of the plague	0,14	2	0,28	
Sub total	0,46		1,24	
Total	1		2,95	

Source: data processed in 2020



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From the results of the table analysis above EFAS the opportunities (Opportunities) are 0.51 and the threats are 1.24 and have a total score of 2.95.

b. IFAS Analysis (Internal Factor Analysis Strategy)

IFAS analysis is used to identify the extent to which the company's internal strengths and weaknesses exist. The IFAS analysis process is basically the same as the EFAS analysis process, the difference is only in the assessment in the IFAS analysis the assessment is based on internal factors.

The results of the calculation of the IFAS PKK analysis in the village of Gempolpwndowo are as follows:

Table 2
IFAS Analysis Table

Internal strategic factors	Weight	Reting	Score	Komentar
Strength:				
• Availability of production raw materials	0.12	4	0,48	
• The products sold are of high nutritional value	0.12	3	0,36	
• Can increase the selling value of freshwater fish	0.13	4	0,52	
Sub-Total			1,70	
Weakness:				
• Not many mothers have joined				
• The product does not last long	0,14	2	0,28	
• Availability of raw materials depending on the season	0,15	3	0,45	
	0,16	3	0,48	
Sub total	0,45		1,21	
Total	1		2,91	

Source: data processed in 2020

Analysis of the IFAS table shows that for the strength factors (strength) amounted to 0.45 and the weaknesses factor (weakness) amounted to 1.21 so that it has a total value of 2.91. From these data, it can be detailed as follows, strength (streght) and weakness (weaknes), opportunity (opportunity) and threat (treath), where the strength value is 1.70 while the weakness value is 1.21 thus there is a difference in the value of + 0.49. whereas for the opportunity value is 1.71 and the threat value is 1.24 with a difference of + 0.47. of the existing difference, a line can be drawn from the X and Y axes, and the points are found in the areas of strength (S) and opportunities (O) , which allows alternative aggressive strategies (SO)

From the above analysis, the strength factor is greater than the weakness factor and the influence of the opportunity factor is greater than the threat factor. Therefore, the position of the PKK in the village of Gempolpendowo is in quadrant one, which means that it is in the GROWTH position, where the internal conditions of the PKK in Gempolpendowo Village are in a slightly THREATENING environment.

4.2 SWOT Matrix Analysis (Streenghts-Weaknesses-Opportunity-Threats)

After using the EFAS and IFAS analysis the next step is to compile the SWOT matrix. The SWOT matrix is an important analytical tool in determining and developing appropriate alternative strategies for the company. The strategic factors used in the SWOT matrix are internal and external environmental analysis strategic factors based on strengths, weaknesses, opportunities, threats. This SWOT matrix analysis shows that taking into account the strengths and opportunities that the company has (without ignoring environmental weaknesses and threats). The SWOT matrix analysis is shown in the following matrix table

Table 3
SWOT Matrix Analysis

<p style="text-align: center;">IFAS</p> <p style="text-align: center;">EFAS</p>	<p>POWER</p> <ul style="list-style-type: none"> The products sold are highly nutritious Availability of production raw materials Can increase the selling value of freshwater lan 	<p>WEAKNESS</p> <ul style="list-style-type: none"> Not many mothers have joined The product does not last long Availability of raw maize which depends on the season
	<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> The existence of product variations. Technological developments in expanding its market and promoting products. Government regulations on SMEs 	<p>SO STRATEGY</p> <ul style="list-style-type: none"> Improve the quality of local farmers' maize production so that it becomes the main supplier of raw materials for production. Expanding market coverage, by attracting consumers in other areas and marketing outside the city. Building cooperation with the government in providing capital to increase the quality and quantity of production.



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Threats:	STRATEGY ST	WT STRATEGY
<ul style="list-style-type: none"> • Products can be copied by others • Market share competitors are increasingly varied • Farmers fail crops due to pest plague rats 	<p>Increase consumer appetite for good product quality, by maintaining the uniqueness of the product in terms of taste, texture and product appearance.</p>	<ul style="list-style-type: none"> • Increase promotion to prevent changes in consumer tastes. • Open to market on social media and have an official account about freshwater fish products so that buyers can easily get freshwater cracker snacks.

Source: data processed in 2020

4.3 Competitive Strategy on PKK Production

Based on the results of the analysis using the SWOT matrix from several internal factors, in the form of strengths and weaknesses, as well as external factors in the form of opportunities and threats to determine a competitive strategy for Alfaro Convection Jotosanur is to do a Growth strategy, namely:

- a. SO Strategy (supporting Growth strategy)
SO strategies carried out by the Agribusiness Production Cooperative Ibu Mandiri are:
 - 1) Improve the quality of local farmers' maize production so that it becomes the main supplier of raw materials for production.
 - 2) Expanding market coverage, by attracting consumers in other areas and marketing outside the city.
 - 3) Building cooperation with the government in providing capital to increase the quality and quantity of production
- b. ST Strategy (supporting the diversification strategy)
The strategy adopted by the PKK Desa Gempol pendowo, namely:
 - 1) Increase consumer appetite for good product quality, by maintaining the uniqueness of the product in terms of taste, texture and product appearance.
 - 2) WO strategy (supports a turn-around strategy)
- c. The WO strategy carried out by the PKK Desa Gempol pendowo, namely:
 - 1) Improve the quality of human resources in the fields of production, financial management, marketing and processing of corn snacks.
 - 2) Maintain a partnership relationship with the government / related institutions in order to improve the corn snack business and the welfare of farmers.
- d. WT strategy (supporting defensive strategy)
WT strategies adopted by the Agribusiness Production Cooperative Ibu Mandiri:
 - 1) Increase promotion to prevent changes in consumer tastes.
 - 2) Opening an official outlet, on social media.

5. Conclusions

Based on the description of the results of this study, it can be concluded that the PKK Gempol Pendowo Village is one of the farmer groups in the Gempolpendowo Village, Glagah District, Lamongan Regency. All members consist of housewives, in carrying out business activities through processing freshwater fish into crackers. The capital used at the beginning of starting this business was capital from the Bumbes fund. Processing of corn snacks, packaging and marketing of freshwater fish crackers. The fish raw materials used are directly supplied by local farmers / fish breeders.

Based on the SWOT analysis graph, strength (strength) and weakness (weakness), opportunity (opportunity) and threat (threat), where the obtained value of strength is 1.70 while the value of weakness is 1.21 thus there is a difference in the value of + 0.49 while for the value odds are 1.71 and the threat value is 1.24 with a difference in the value of + 0.47. of the existing difference, a line can be drawn from the X and Y axes, and the points are found in the strength (S) and opportunity (O) areas, which allow undertake alternative aggressive strategies (SO) so that the PKK Group of Gempol Village pendowo can take advantage of the opportunities and strengths that exist to develop the business.

SO strategy (strengths - opportunities) is made by utilizing all the strengths of the company and to seize and get the greatest possible opportunity.

- a. Maintain product quality so that consumer confidence.
- b. Improve the quality of corn production by local farmers / farmers so that it becomes the main supplier of production raw materials.
- c. Expanding market coverage, by attracting consumers in other areas and marketing outside the city.
- d. Building cooperation with the government in providing capital to increase the quality and quantity of production.

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