



# Optimizing the development of micro, small and medium enterprises for filter coffee through improving the quality of human resources in the digital era

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## ABSTRACT

This research is to find out the optimization of Filter Coffee development through improving the quality of human resources in the digital era. Human resources as the main driver in a business, the role of human resources in business development needs to be improved, especially through improving the quality of human resources. Filter Coffee has limited human resources both in terms of quality and quantity therefore it is necessary to optimize business through improving the quality of human resources in order to improve business welfare. This study uses a qualitative method with a descriptive type of research that is describing facts and phenomena according to the data in the field. Collecting data through literature study, observation, interviews and documentation. By using data analysis techniques; (1) Data reduction, (2) Data presentation, (3) Conclusion/verification. There are five optimization of Filter Coffee in improving the quality of human resources, namely through increasing knowledge, skills, education, understanding of the field, ability and enthusiasm for work. The role of filter coffee human resources in the digital era has been enhanced through human resource development programs involving various business partners/coffee communities in the hope that Filter Coffee can compete in the global era.

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## INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are productive business activities that are able to provide employment opportunities for the community and improve people's welfare. Apart from that, MSMEs contribute to economic growth in maintaining national stability. Therefore, MSME is one of the important elements in improving the community's economy.

MSMEs are productive businesses managed by individuals or business entities in various business sectors. Basically, Micro Enterprises, Small Enterprises, Medium Enterprises and Large Enterprises that differ are the initial assets (not including land and buildings), the number of workers and turnover.

According to (Hanim et al., 2022) MSMEs are business activities that are able to expand employment and provide broad economic services to the community and can play a role in the process of equity and increase people's income, encourage economic growth and play a role in realizing national stability. In addition, MSMEs are one of the main pillars of the national economy that must obtain the main opportunities, support, protection and development as widely as possible as a form of firm alignment with people's economic business groups, without neglecting the role of Large Enterprises and State-Owned Enterprises.

MSME development is the main thing in the process of business life to increase economic growth as an effort to improve people's welfare. Various strategies for improving MSME business are carried out to advance, improve, develop something that already exists to be better.

As an improvement in a business, business owners are required to survive in competing with other businesses (Malinda, 2017: 6). Therefore, business owners need to design a business strategy to increase their business. The business strategy designed must be appropriate and can be used to develop MSMEs in order to obtain the desired results. The more precise the chosen strategy, the better the results for MSMEs.

Improving a business can be focused on the human resources owned. Human resources, one of the people carrying out activities in a company that is managed to achieve a goal (Esay, 2013:2). The role of human resources in a business that is needed and affects the wheels of the company. Therefore, human resources play an active role in the running of a business.

Human resources are resources that have reason, feelings, desires, skills, knowledge, power and work. All potential human resources have support for the development of an effort to achieve goals. Another thing as a supporter, the role of technology and information in the current era of the industrial revolution 4.0 needs to be implemented in the MSME sector. Human resource management is a field of management that specifically studies human relationships and roles in corporate organizations. Some opinions of experts on the definition of human resource management, among others, according to Hasibuan (2001:10) is the science and art of regulating the relationship and the role of labor to be effective and efficient, helping the realization of company goals, employees and society. Meanwhile, according to Bangun (2012:6) argues that: "Human resource management can be defined as a process of planning, organizing, staffing, mobilizing, and supervising the procurement, development, compensation, integration, maintenance and separation of workers to achieve organization goals".

Based on the definition of human resource management above, it can be formulated human resource management as a process of utilizing human resources effectively and efficiently through planning, mobilizing and controlling all values that are human strengths to achieve a common goal.

The quality of human resources consists of two syllables including the word quality which is generally a good or bad level or level or degree of something. The notion of quality according to Sedarmayanti (2009: 59), suggests that "Quality is a measure that states how far various requirements, specifications, and expectations have been met".

While the definition of Human Resources in general is a power that comes from humans. Power that comes from humans can also be called power or power (energy or power). In essence, human resources in the form of humans who are employed in an organization as a driver to achieve the goals of the organization. The definition of human resources according to Sedarmayanti (2009: 27) is "labor or employees in an organization who have an important role in achieving success".

Another understanding put forward by Ndraha (2012: 7) is as follows: "Human resources are residents who are ready, willing and able to contribute to efforts to achieve organizational goals". Thus the notion of the Quality of Human Resources according to Matindas (2002:94) suggests that "The quality of human resources is the ability of each employee both in completing his work, developing himself and encouraging the self-development of his colleagues".

Meanwhile, according to Harbani (2013: 5) suggests that "The quality of Human Resources is a workforce that has high knowledge, skill and moral competence". Meanwhile, according to

Ndraha (2012:12) says that the notion of the quality of human resources, namely: Human resources who are able to create not only comparative value, but also competitive - generative - innovative value by using the highest energy such as intelligence, creativity, and imagination, not again solely using gross energy such as raw materials, land, water, muscle energy, and so on.

One of the ways to improve the quality of human resources is through the development of human resources, which is a process of improving the quality or ability of individuals in order to achieve the nation's development goals. The purpose of improving the quality of human resources is to improve the quality of human resources or individuals regarding physical or non-physical abilities.

Development is an effort to improve one's conceptual, theoretical, technical and moral abilities in accordance with job or position requirements through education and training Egim & Nenengsih (2019:23). Another definition of development is efforts made to advance, improve, and perfect what already exists to make it better (Putra et al., 2018). Development is everything that is done to improve the implementation of current and future work that provides information, guidelines and regulations in business development (Waluyo, 2018). According to Anoraga, business development is an effort to improve current and future work by facilitating business expansion, increasing the quality and quantity of production from economic activities, and moving minds and energy to achieve certain goals (Abdurohim, 2021). In Rizkia (2018) the criteria for the success or development of a business are found in increasing sales turnover, increasing the number of workers, and expanding business premises/business branches. Meanwhile, according to Sugiarto, indicators of the success or development of a business can be seen from an increase in production, an increase in the number of workers, and an increase in the number of sales or sales turnover (Sakur, 2011).

Human resources require a sustainable development strategy in order to obtain human resources that have quality in the true sense, namely doing the work they do will produce something given. In addition, human resources have a role in the growth and development of a business (Widjaja, et.al, 2018). Likewise in MSMEs in order to develop the need for human resources as managers.

Quality human resources will determine success in its development (Atmaja, 2018). Of course, the development of an MSME cannot be separated from the role of quality human resources. Because the quality of human resources will affect the welfare of SMEs. This shows the importance of improving the quality of human resources as an effort for the success of MSMEs.

Filter Coffee was founded in Jember Regency, the owner of the business started its commercial activities in December 2017. Initially Filter Coffee was a small shop using rickshaw carts as a means of marketing its products around the campus in Jember, by promoting healthy and fresh coffee among students as a target. the marketing. Filter Coffee with time and persistence until 2019 can rent a place such as a shophouse to be used as a small cafe as a means of selling properly in its time in order to expand and provide more satisfying customer service. In the same year, Filter Coffee also ran its business by establishing a home industry which processes coffee from post-harvest to ready-to-brewed coffee. Filter Coffee is one of the coffee businesses that provides the best service for its consumers. Besides that, Filter Coffee has the best high-quality products so that consumers can enjoy all the products offered by business owners.

Based on the results of the Filter Coffee product, it shows that the Filter Coffee is able to produce a product in the form of ground coffee, but in terms of business development, it still does not have another innovative product. This is related to the limited quality of human resources owned. Human resources in MSMEs require a good attention and optimization through a continuous development in order to obtain quality human resources. With an increase in the quality of human resources, individuals will be encouraged to produce work outputs that are in line with the expectations of an organization.

Of course, in terms of intellectual quality which includes knowledge and skills of Filter Coffee human resources are still low, this is related to the latest education of Filter Coffee employees, which is still below the undergraduate level.

The Filter Coffee has standard operating procedures for production employees regarding standard abilities at work, one of which is being able to sort coffee according to standard conditions, being able to operate available tools and being able to package coffee according to product packaging standards. But in reality, the filter coffee owners find that many employees are still working not in accordance with existing work standards.

The last problem experienced by owners of Filter Coffee is the low level of planning in the business, for example, employees in the production division cannot set targets for the work to be completed. Based on the background of the problem above, the researcher wants to examine the phenomenon in more depth related to "Optimizing Micro, Small and Medium Enterprises (MSME) Filter Coffee through Improving the Quality of Human Resources". This research is expected to provide benefits to parties in need as follows: a) For Filter Coffee, the results of this study can be input for management so that they are able to provide evaluations related to optimizing filter coffee Micro, Small and Medium Enterprises (MSMEs) through improving the quality of human resources, b) For researchers, this research is an opportunity for researchers to apply the theories that researchers get and deepen knowledge and add insight in the field of human resource management, especially regarding improving the quality of human resources.

## RESEARCH METHOD

Based on the background, problem formulation and research objectives, this type of research is descriptive research with a qualitative approach. The research location is a place where researchers will conduct research related to the research topic. The selection of this location is important so that the data that will be obtained by researchers is clear and not widespread, namely the Strategy for Developing Micro, Small and Medium Enterprises (MSMEs) for Filter Coffee through Improving the Quality of Human Resources. The timing of this research lasted for approximately 3 (three) months, the research was from March 2022 to July 2022.

## RESULTS AND DISCUSSIONS

### General Description of Filter Coffee

Filter Coffee was founded in Jember Regency, the company started its commercial activities in December 2017. At first Filter Coffee was a small shop using tricycle carts as a means of marketing its products around the IAIN Jember campus or now the UIN Jember campus, by grounding healthy and fresh coffee among students as its marketing target, of course the price of Filter Coffee's coffee is quite cheap so that it can be reached by students. Filter Coffee over time with its persistence until 2019 can rent a place such as a shophouse to be used as a small cafe as a means of selling properly in its time in order to expand and provide more satisfying customer service. In the same year Filter Coffee also ran its business by establishing a home industry which processes coffee from post-harvest to ready-to-brewed coffee. Where the brewed coffee is used for coffee at Filter Coffee shop and is also marketed to the wider community.

The home industry established by Filter Coffee from year to year has developed quite well every year with the continued increase in market demand for coffee produced by Filter Coffee so that it continues to increase the number of employees to cover the increasing number of orders. From the year it was founded until 2022, Filter Coffee already has 19 employees as part of production, packing, grounding and sorting and 4 other people have their respective duties, namely as GM and Accounting, Marketing Head, Secretary and Admin, Marketing and SPV Head. Filter Coffee cooperates with coffee farmers in Jember by buying farmers' coffee at a higher price than others.

The price given to coffee farmers is higher so that the yields of coffee farmers are better. It is said that it is better that the harvest of coffee beans is sorted or not harvested on coffee beans that are not ready to be processed, such as coffee beans that are still half-ripe and not yet fully ripe. In this way the crops produced by coffee farmers are coffee beans that are ready to be processed, they only need to re-sort the coffee beans that are ripe but of poor quality. So that the processed coffee beans have good quality in terms of maturity, not rotten and shape.

Filter Coffee has many variations along with the progress from year to year. Where from the beginning until now Filter Coffee sales 9 types of variants with several processing methods or coffee variants that consumers can choose from Filter Coffee. Filter Coffee also provides the best service for its customers. Besides that, Filter Coffee has the best high quality products so that consumers can enjoy all the products offered by Filter Coffee. Likewise, Filter Coffee employees must have quality in terms of coffee management so that Filter Coffee consumers get the best coffee. Thus, it is hoped that the products offered by Filter Coffee can be liked and touch all levels of society. And also can provide extra comfort for its consumers. To preserve this coffee, Filter Coffee was founded. So that lovers of the aroma of coffee from Indonesia, especially Jember, can always enjoy it. Currently, coffee production in Indonesia is the fourth largest in the world.

The role of human resource management in each company must be different as the management carried out by the company, at Filter Coffee tries to manage its resources so that it remains optimal and consistently works at Filter Coffee. Mr. Dwi Nofiyata, S. Pd. M. Pd. as CEO or owner of Filter Coffee stated: "The role of human resource management is very important for the coffee business, which is currently still being developed. It can be said that human resource management that is applied prioritizes the comfort of employees so that employees feel valued and thus without any emphasis will make employees loyal to the company. The form of loyalty is in the form of productivity.

This was also said by Mr. Zony Zakaria, S.Pd. as the Head of Marketing and SPV at Filter Coffee who stated that: "The role of human resource management is very important, especially in the resources that produce Filter Coffee products. Therefore, the policies given to employees are policies that make employees as comfortable as possible. This is so that employees maximize their performance on Filter Coffee. What is certain is that the performance is balanced with the capabilities of each human resource."

Human resources in Filter Coffee have been structured from the CEO or owner to employees in the production department with different functions and activities and tasks that have been coordinated in a structured manner. What is meant is structured in the form of division of duties of authority and duties. As a company that has a vision to become the best and most comfortable coffee commodity in Indonesia, Filter Coffee manages human resources as much as possible with activities in the form of recruitment, providing training to employees, providing guidance to each employee so that they can adjust their duties, authorities and obligations. The recruitment process at Filter Coffee adapts to the workforce needs at Filter Coffee. Recruitment for the production department such as production staff, sorting staff, packing staff, star grounding of course requires coaching first before actually being given the task according to the job. In recruiting the production department there is no minimum standard of education. In addition, there is no minimum and maximum age limit for the production department, with the average age for the production section ranging from 25-40 years.

Recruitment of office employees such as Head of Production, Head of Marketing, Admin, General Manager and Accounting, Secretary, SPV in the recruitment process is quite strict because there are several qualifications that will be requested according to the needs and the work to be done. Such as the minimum standard of S1 education, mastering Microsoft Word and Excel, mastering correspondence, having good public speaking, being able to work under pressure and targets, mastering the marketing world and so on. In recruiting the office part, it is quite difficult and more specific because the duties and authorities and responsibilities given are also quite heavy.

The management of human resources in Filter Coffee is very concerned about welfare and provides comfort while working. By giving rewards to all employees without any limitations and differences even though the rewards given are not the same for the office and production divisions due to differences in responsibilities, duties and authorities. However, this makes the employees feel appreciated for their presence at Filter Coffee. In addition, Filter Coffee strives to provide a comfortable environment such as a clean workspace, communication between employees, evaluations are carried out every week to build intimacy for all employees and make evaluations to assess the performance that has been done and if there are errors then the handling is done faster because evaluations are carried out every week. This is done when employees work effectively and efficiently and problems that arise are immediately resolved.

### **Business Development Through Knowledge and Skill Improvement**

In the process of developing the Filter Coffee business, of course, there needs to be an increase in knowledge and skills for employees, one of which is through training activities which later hopes from owners are increased knowledge and skills. This was enriched by the owner of the Filter Coffee, Mr. Dwi Nofiyana, S. Pd. M. Pd. that: "One of the efforts in developing the business is to increase the knowledge and skills of employees, here in particular it is for employees to take part in various trainings every 3 months in order to get an increase in knowledge and skills. Various forms of activity include providing socialization and training regarding the coffee production process, marketing and finance. with the hope of increased work skills, productivity, creativity associated with speed and accuracy.

On increasing employee knowledge and skills through regular training, this statement was added by Mr. Zony Zakariya, S. Pd. as Head of Marketing and SPV states that: "The process of increasing knowledge and skills can be provided through a training program on a regular basis every 3 months, even though it does not immediately make a difference, the training provided is able to help employees in the production department understand more about managing raw materials into quality products."

Zuhri Fauzi added matters relating to business development through increasing knowledge and skills, according to him saying that: "Implementation of training certainly has a positive impact on employees here, especially increasing the knowledge and skills of various employees, but sometimes we experience problems in delivering material, namely related to language that is not well received by employees, the average employee here uses Madurese."

Based on the results of the statement that has been made, it can be said that it is a form of the business development process for Filter Coffee implementing a special employee training program which is carried out every 3 months. The training program provided is carried out periodically in order to increase employee knowledge and skills. Another objective of the training is to increase work skills, productivity and creativity so that they can work quickly and accurately.

### **Business Development Through Education Improvement**

Business development is carried out through activities that support the improvement of education for both business owners and employees. The higher education level provides its own experience, especially in developing a business with knowledge. This was done by business owner Dwi Nofiyana, S. Pd. M.Pd said that: "The importance of education for business development, especially for me myself, is continuing my doctoral studies. The hope is that I can develop my own business and be able to apply educational knowledge to employees as well, and education is a major capital in developing a business, especially for the office department, they must increase their education at least S1. "

The application of educational science in Filter Coffee has an impact on businesses to provide value for innovation and business creativity, as supporting data Zony Zakariya, S. Pd says that: "One of the things being done in this business is in the field of education, Mr. Nata himself is

currently continuing his doctoral studies. During college he was able to apply his knowledge in this business. Thank God, even though it didn't have a direct impact, it could provide innovative and creative value for us, especially employees who knowledge is always given and employees in the office are required to have at least a bachelor's degree.

The importance of education in developing a business can have a positive impact on the existence of employees at Filter Coffee, according to Zuhri Fauzi said that: "I think the implementation of education for businesses is very good, especially if there is higher education in business, but here only Mas Nata is studying for a doctoral degree, sometimes it is difficult to invite friends to improve their education due to age limitations and costs. educated businesses can educate us to be more advanced".

For Filter Coffee to increase business, especially through increasing education, it is only carried out by business owners, Novita Wati Isyana said that: "Implementation of education improvement here is only specifically for mas Nata, the others are limited in age and cost, but after mas nata is back in college, many positive things are conveyed to us and other employees. Office employees are also required to continue studying at least S1. The hope is that this business will be even better by providing knowledge sharing to every employee.

Based on the above statement that it is necessary to develop business through increased education, especially for business owners to continue their education to a higher level. Employees in the office section are required to continue their studies at least a bachelor's degree. The results of this provide a positive value for the development of Filter Coffee. Especially in the digital era, the role of education can provide innovation and creativity for business development, one of which is new products.

### **Business Development Through Understanding of Production, Accounting, Secretary**

The process of developing Filter Coffee in facing the changing era towards digital certainly needs adaptation so that it can adjust to business needs. Especially in the field of accounting and secretarial must optimize the ability to operate software and hardware. With the hope that employees can increase work productivity through the device software and hardware, this is in accordance with business interviews with Dwi Nofiyana, S. Pd. M.Pd said that: "In the business process, especially the accounting and secretarial departments, they are equipped with new knowledge to develop businesses, such as having to recognize laptops and their applications, with the hope of being able to work productively according to procedures, considering the times, especially in the digital world, in the marketing department, I also have to take part in various digital trainings. marketing".

With an increase in understanding of the field, it will increase knowledge, especially for Filter Coffee employees. Another thing added by Zuhri Fauzi said that: "What I know about the field of accounting is that I am always given additional knowledge, sometimes with Mas Nata given a book or material from the internet specifically in the field of accounting so that I can upgrade my knowledge according to the times to be able to use computers and their applications."

Understanding of the field needs to be improved according to business needs, with attention and hope in order to increase employee experience at work, other things are added according to Novi Wati Isyana said that: "All employees here, especially the production, accounting and secretaries are always cared for by providing various knowledge and books. The hope is that employees can develop their business through understanding various fields, for example the accounting department by the owner is given a book to study the latest accounting knowledge, on the other hand, he also works with the coffee community in Jember to share knowledge.

The business development that has been carried out by Filter Coffee through field understanding is carried out through the provision of new knowledge and opportunities to attend training in various places with the hope that employees can work productively and develop their skills. Field understanding can be provided through the application of knowledge among employees

through sharing between employees. In other practices, Filter Coffee works with existing coffee communities to share information and knowledge to enhance business development.

### **Business Development Through Capacity Building**

Increasing the ability of human resources cannot be separated from the role of leaders in providing support to employees. This is indicated by the form of training or knowledge transfer. Especially in Filter Coffee, the ability of employees in the production section must be improved, because the ability of these employees can make coffee with its own distinctive taste. Mr. Dwi Nofiyana, S.Pd. M.Pd. as the owner of Filter Coffee said that: "Increased capabilities in the development of Filter Coffee provide its own power, especially the ability of employees to process coffee to make its own characteristics both in terms of taste, quality and packaging. It is this employee's ability that must be maintained to produce the best coffee taste. Besides that, I also provide motivation through the morning briefing to move forward together to develop this business".

Improving the ability of human resources in businesses is able to encourage employee productivities this is in accordance with the results of an interview by Zony Zakaria, S.Pd. as the Head of Marketing and SPV at Filter Coffee which states that: "Capability improvement is specifically for employees in the production section, it is said specifically because it is the employees in the production division who make the kitchen a business, where they must be able to maintain if they can improve the quality and taste so as to make coffee with a distinctive taste."

In addition, Mr. M. Fatah especially in increasing the ability of human resources, stated that: "The ability that is expected for business owners is the ability of employees, especially the production department, to create delicious coffee flavors and have characteristics for their coffee, the ability that is expected to be able to maintain the quality and taste of Filter Coffee itself."

Based on the results of statements from three informants, it can be said that increasing the ability of human resources, especially in the production department, will have an impact on business development, especially in increasing employee work productivity. Besides that, it will also increase work efficiency for employees in producing coffee so that employees still maintain the coffee characteristics of Filter Coffee.

### **Business Development Through Enhancing Work Morale**

The business development process cannot be separated from the role of human resources in carrying out their work. This cannot be separated from the work spirit that every employee has. At Filter Coffee, the provision of enthusiasm, especially in each field through the provision of rewards, is said to be in accordance with the results of an interview with Mr. Dwi Nofiyana, S. Pd. M.Pd. as the owner of Filter Coffee said that: "Increased morale is given through a reward program which is given every time the production target is t This was achieved especially for the production department who has worked hard, with the achievement of the target to increase morale by having a recreational activity, going out there and eating together in accordance with our expectations, we hope that employees can work more enthusiastically again".

To increase employee morale, the owner of the Filter Coffee provides a bonus if the work target is achieved, added Zony Zakaria, S.Pd. as follows: "Another thing that has been given in the development of this business is the provision of bonuses to employees who have worked according to the given target, not that the owner has also given bonuses to all employees, although not necessarily in large amounts either through traveling, eating- eat or gather together.

In line with the results of interviews conducted, according to Lilik Hartatik said that: "Yes, increasing work morale will certainly have an impact on increasingly advanced businesses, this is marked by giving bonuses by the owner to employees if the production results have been targeted and fulfilled according to Mas Nata's wishes".



The statement from the informants can be concluded that in business development, especially through increasing morale, it can be given through the provision of bonuses or rewards. Of course, the bonus given is not necessarily given to all employees. Rewards given in the form of bonuses, interpersonal awards and promotions are intended for employees who have good performance. So that there are some employees who do not get a bonus, it must be used as an evaluation for themselves why they do not get a bonus. This of course must be used as motivation to continue to improve performance and continue to grow in order to get bonuses like other employees.

## CONCLUSION

Business development through improving the quality of human resources is one of the optimizations in achieving a goal. Filter Coffee in practice managing human resources encountered several obstacles including not being fast and precise at work which had an impact on employee work productivity. In addition, the level of education of employees is low, especially in carrying out their duties, principals and business functions. Therefore, Filter Coffee optimizes its business through improving the quality of human resources. One of them is by (1) increasing knowledge and skills through training conducted every three months in order to increase employee productivity and creativity, (2) improving education that has been carried out by business owners and all employees are required to continue their education to undergraduate level, (3) understanding of the fields, especially production, accounting and secretaries to gain more knowledge, (4) increasing employee abilities through the motivation given by business owners and (5) increasing morale given to all employees, especially giving bonuses, recreation, or eating together. With the increase in business through improving the quality of human resources, it is hoped that business owners will create quality, competent human resources that can work productively, quickly and precisely.

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