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Improving The Production Performance Of Honey-Producing Micro Small And Medium Enterprises (MSMEs) in Banaran, Playen, Gunung Kidul

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Abstract

This study aims to apply the right method in identifying problems, analyze the design of the primary indicator model of improving the production performance of honey-producing MSMEs, and analyze the driving and inhibiting factors of efforts to improve the production performance of MSME Honey. The problem faced is the low production performance of MSMEs, which comes from human resource factors. Meanwhile, owners of MSMEs are more concerned with infrastructure for repair. This research is descriptive research. The method used by using a training method with the approach of Social Analysis and Action Review. Both of these methods are used to improve the design for improving the production performance of MSME Honey in Banaras, Playen, Gunung Kidul. The target object of this research is members of the Source Of Fortune Honey Beekeeper Group in Banaran Village, Playen, Gunung Kidul Regency. Based on the observation of training activities based on action review and social analysis, the results showed that there were still some participants who were sleepy; it seemed that the questions needed to be agreed upon to be semi-open, and the discussion material was closer to what the participants experienced so that participants could better imagine and understand the material—attendance: 30-50% of all members. Meanwhile, other results obtained from this research related to training content found that the main problem of MSMEs is HR, that human capital has a positive and significant effect on the production performance of MSMEs with social capital as an intermediary variable. The driving factors for the MSME production performance improvement model are the availability of the number of human resources, product uniqueness, access and supporting infrastructure, capital assistance from various parties, specific product development, close kinship relationships, and short managerial hierarchies. On the other hand, the inhibiting factors of the honey bee farmer's MSME production performance improvement model are low competence and motivation of human resources, lack of supervision of implementation standards, limited use of technology for marketing, and low willingness of owners to access capital information.

Keywords: Research action, social analysis, production performance improvement, MSMEs Honey.



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I. INTRODUCTION

The integration of development programs in a region determines the success of development in a country. Integrity and cooperation are the keys to success in implementing the development of a country, even though these development activities will be focused on the local or village level. It is hoped that this integration will produce development programs that are mutually synergistic between one region and another so that in the end, they can advance these areas in parallel and will reduce the gap between regions.

The program to improve the quality of life through strengthening the independence of micro, small and medium enterprises is one focus of regional development program planning in the Gunung Kidul Regency area. The growth of micro, small, and medium enterprises in Gunung Kidul Regency has experienced significant growth. Gunung Kidul Regency has recently become known as a source of honey production. Gunung Kidul is one of the areas that is quite important for the conservation of biodiversity in the Special Region Of Yogyakarta. For the people of Gunung Kidul, especially in Playen, forest honey is a forest product resource that has become a superior commodity and has great economic value. The Playen forest honey business group in Gunung Kidul has the opportunity to be developed because it is supported by the experience of honey farmers and the high demand for honey products. Several factors that need attention are the need to increase the human factor and infrastructure. Based on several studies, this forest honey business group is in a position to grow and develop. Therefore, the strategy needed is development and empowerment in an integrated management forum to improve product quality. Local government support through coaching honey bee farmer groups to improve human resource skills.

Several researchers have conducted studies of regional potential and empowerment in the context of empowering the prospectus of honey products as a superior regional product. Ninik Probosari, Ari Wijayani, and Kartika Ayu (January 2020) have conducted a mapping of potential initial need assessment and constraints as a first step in carrying out empowerment actions on MSMEs Honey in Banaran. The empowerment action taken is the education of awareness and knowledge of the importance of business management in farmer groups. The results of the research note are recommendations for increasing human resource factors, marketing practices to some farmers are even wider (especially for honey breeders who have a better readiness level to be able to adopt online retail practices). Honey that has not yet experienced the added economic value of the prospect of superior honey products optimally.

Based on a number of keys in the OVOP program (one village one product), namely: (1) public awareness of OVOP; (2) mapping for tracing the potential that exists in each region; (3) prolonged and ongoing trial and error; (4) search for the highest added value from the product; (5) aggressive promotion and market development and distribution efforts and (6) always developing specific skills possessed by the community, research and assistance are required in order to increase the prospect of honey products as superior products. The target group for empowerment is a group of honey bee breeders who are members of the Source Of Unified Honey Fortune Beekeepers Group, Banaran Village, Playen, Gunung Kidul. The action taken is to provide awareness of the importance of empowerment and to identify the potentials and obstacles faced in the context of increasing capacity building. Group discussions have been conducted with the managers of the Source Of Fortune Honey Beekeeping Group.

This study aims to identify and apply appropriate research and models and methods to reduce limitations on human resource factors and infrastructure and other supporting factors in managing joint ventures at Source Of Fortune Honey Beekeepers Group in Banaran Village, Playen, Gunung Kidul Regency.

II. LITERATURE REVIEW

II.1. Social Analysis

Social analysis is a form of a problem-oriented approach that often accompanies action research methods (Harris & Harris, 2002). The focus of this approach is primarily on the problems experienced by the organization. The goal is to help people better understand the social interactions in which they interact so that they can modify and improve their behavior in a controlled way (Rowbottom, in Harris & Harris, 2002). The ways in which researchers participate and assist in the process can vary, including through one-to-one interviews, group discussions, or written reports (Harris & Harris, 2002).

Billis (in Harris & Harris, 2002) describes the benefits for both researchers and practitioners from this collaboration, where each party complements each other. Practitioners have insider knowledge about problems in the organization, but they do not have an explanatory framework to produce theories, models, or concepts to better understand the problems they experience. On the other hand, researchers can often rely on practitioners to identify and define real problems in organizations. When the research is based on the original problems in the organization, it is more likely for the key players (who are the subjects of the research) to engage with the research in a meaningful way and generate practical benefits from this because they have a stake in the outcome. In this way, social analysis can bridge the traditional gap between practice and theory. It can also be an attractive method for academic researchers wishing to contribute to solutions to practical organizational issues.

II.2. Research Action

Action research is a systematic study of efforts to improve the quality of education/training practices by a group of people through practical actions they take by reflecting on the results of their actions (Hopkins, 1993). In a follow-up study, the researcher and the participant are one. Knowledge is obtained through a systematic process, with the collaboration of those affected by the education/training, so that it can influence social change (Ramowski and Nystrom, 2007).

The characteristics commonly used to describe action studies (Cunningham, 2008) are as follows:

- a. The practice carried out by researchers is the subject of research.
- b. Seek to achieve both action (in the form of controlled data change) and study (to develop an understanding that brings about change and to add to what is already known).
- c. In the form of a spiral, where the next circle is a challenge, to improve the results of the previous spiral.
- d. Tend to be qualitative and participatory.
- e. Requires critical self-reflection. Researchers regularly and systematically criticize what they have done during the research process, where this will lead to what things need to be improved, action plans, methods, and new understanding.

Thus, follow-up research is a reflective study. The real problems faced in the learning process are the keywords for conducting follow-up studies, then looking for alternative solutions, which are then followed up with real actions taken by the researcher (together with other parties).

Follow-up assessments are carried out in the following stages:

- a. Initial observation, by observing and recording phenomena in a setting that existed before the research was carried out. The data from the observations are reflected in the presence of inconsistencies between values and practices. This inconsistency will lead to the planning stage.
- b. Planning, preparations made for the implementation of action studies, such as preparation of learning scenarios, making media.
- c. Action, in the form of a description of the action to be performed, a work scenario of the action to be carried out, and the procedure for the action to be applied
- d. Observation, namely the activity of observing the impact of the actions taken. This activity can be done by means of observations, interviews, questionnaires, or other means according to the data required.
- e. Reflection, which is an evaluation activity about the changes that have occurred or the results obtained from the collected data as a form of the impact of the actions that have been designed. Based on this step, it will be possible to know the changes that have occurred and to analyze why, how, and to what extent the specified actions are able to achieve changes or solve problems significantly. Starting from this reflection, replanning can also be done. Data can be qualitative, quantitative, or both. At the same time, data collection methods can be through observation, tests, daily journals, and the like.

III. DESIGN AND RESEARCH METHODS

This research is a descriptive study using the Social Analysis and Action Assessment methods. The subjects in this study were the honey breeders who joined the Unified Honey is The Source Of Fortune Beekeepers Group, Banaran Village, Playen, Gunung Kidul. The data collection method was carried out through Focus Group Discussion, Observation, Interview, and Literature Study. The stages carried out include Need assessment, Policy Studies through Focused group discussions (FGD), and assistance to honey bee breeders.

IV. FINDING AND DISCUSSION

This section will display the results of the research that has been carried out on the research object. From the results of the study, it was found that the characteristics of the respondents of the Source Of Unified Honey Fortune Beekeepers Group were as follows:

Table 1. Respondent Characteristics

Respondents age	20 - 65 years
Last education was	SD ($\pm 50\%$), SMP ($\pm 20\%$), SMA (20%)
Number of children	1 – 5 Children

Child age	5– 35 years
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IV.1. Need Assessment Results

The results of the need assessment showed that in the Sri Fortune Unified Honey Beekeeper Group to manage this joint business, they need training and business management assistance related to building business goals, business planning, human resource management, marketing, determining selling prices, promotion and distribution channels.

IV.2. 2. Training Results

This research activity was carried out in 3 training cycles related to delivery methods and training content. Based on the results of the need assessment, training was carried out with the following results:

Round 1 Training

The comments were given by respondents in this round 1 training varied. Several respondents said the training was "fun, and the material was good." Others said that "the counseling was very good and easy to receive. A lot of knowledge can be received. Very, very wise, so do not be bored to build. Good material and passion. Another opinion said that "I can accept what you say. Sirs are very happy to always guide and assist you in learning". Meanwhile, another opinion states that this training can add insight. Increase knowledge about methods and ways of delivery that are easily accepted.

Another observation result for round 1 was that there were still some participants who were sleepy. What can be learned from the training round 1 is that for research in the next round, it seems that the questions need to be agreed upon to be semi-open. So there are several answer choices, but participants are also given the opportunity to express their ideas if there are no choices. These results are in line with research conducted by Krisnandini et al. (2019).

Round 2 Training

Round 2 was carried out based on observation and evaluation of round 1. After observing the training activities in round 2, what can be learned (lessons learned) is that the discussion material is closer to what the participants experienced so that participants can better imagine and understand the material. These results are consistent with the research of Herlina DK et al. (2015).

Round 3 Training

The general observations we made with respondents from this round 3 activity were that Attendance rate: 30-50% of all members and Reason for absence: there is an important need that cannot be left out. The results of this observation are in line with Krisnandini et al. (2019).

IV.3. Problems and Solutions Faced by the Honey Bee Farmers Group in Gunung Kidul Regency.

**Improving The Production Performance Of Honey-Producing Micro Small And Medium Enterprises (MSMEs) in
Banaran, Playen, Gunung Kidul**
Ninik Probosari, Ari Wijayani, Paryati

The problem faced by the honey farmer group in Gunung Kidul Regency is "low group performance." The result of the interview shows that the main cause is human resources. Human resources in question are all parties involved in the organization. The causes of the human resources (HR) group are the lack of managerial competence of MSME actors, lack of adequate training, lack of work ethic, and motivation for self-development of group members, as well as the length of the member learning process.

The method describes how a process is carried out and the needs of the process, such as procedures, instructions, and regulations. The reasons for this category are that there is no documented procedure, the system of job specialization is not yet effective, the job description is not clear, the sanctions for violators who are not firm, and the lack of an intellectual property protection system. This problem is almost similar to the problems found in Wahyuningrum et al. (2014).

Material (material) is all the materials needed to carry out a process in the organization. Materials have the following primary causes: Lack of capital, the remote location of raw material sources and few references to raw material sources, no inventory recording system and defective items, long time periods for hand-crafted culinary work, and unstable quality of raw materials.

The environment is a condition around the workplace. The primary cause of this category is that the workshop has an irregular layout and the condition of the workshop, which is still joined by the owner's house.

Measurement (measurement) is a cause-related to how data collection from the process is used to determine the quality of the process. The primary cause of this group is that there is no implementation standard and quality control system, no training evaluation system, and no regular performance and business feasibility evaluation. The results of the Ishikawa diagram analysis are the main causes of group problems originating from the HR factor.

The problems of small and medium enterprises from the internal side can be overcome through commitment, consistency with the rules and plans made, and the participation of all parties to change and develop together with MSMEs. This coaching and development can be done from a large-scale business in the form of a fostered partner program. Large businesses (companies) can assist in fostering promotional media to increase market access, marketing competitiveness, and assistance to capital. Meanwhile, the government is expected to facilitate MSMEs and facilitate bureaucracy.

V. CONCLUSION

The results of the research analysis state that the main problem of MSMEs is HR, that **human capital has a positive and significant effect on the performance of MSMEs with social capital as an intermediary variable.**

The driving factors for the MSME performance improvement model are the availability of the number of human resources, product uniqueness, access and supporting infrastructure, capital assistance from various parties, specific product development, close kinship relationships, and short managerial hierarchies. On the other hand, the inhibiting factors of the honey bee farmer's MSME performance improvement model are low competence and motivation of human resources, lack of supervision of implementation standards, limited use of technology for marketing, and low willingness of owners to access capital information.

**Improving The Production Performance Of Honey-Producing Micro Small And Medium Enterprises (MSMEs) in
Banaran, Playen, Gunung Kidul**
Ninik Probosari, Ari Wijayani, Paryati

The recommendation for future research is that the training questions need to be semi-open. So there are several answer choices, but participants are also given the opportunity to express their ideas if there are no choices. Discussion material is closer to what participants experience so that participants can better imagine and understand the material—and then communicated with the participants about the right time for the implementation of this activity.

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**Improving The Production Performance Of Honey-Producing Micro Small And Medium Enterprises (MSMEs) in
Banaran, Playen, Gunung Kidul**
Ninik Probosari, Ari Wijayani, Paryati

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