



## STRENGTHENING HR MANAGEMENT AND ACCELERATION OF SALES DIGITAL BASED ON TEMBUNG BERSATU MSMEs DELI SERDANG

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### Abstract

*This study provides an overview of strengthening human resource management and accelerating digital-based sales at the Tembung Bersatu Deli Serdang SMEs. Reinforcement provides self-motivation in the belief in the ability of self-potential in improving the household economy and in efforts to accelerate sales that are increasingly rampant towards IT. Sales of digital-based products, so that they can follow digital developments that have an influence, must hold promotions and deals based on digital. MSME business actors will provide sales to consumers, such as those by MSMEs in Tembung Bersatu Deli Serdang.*

**Keywords:** HR Management, MSME Sales, Digital.

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### INTRODUCTION

Community Service is one of the Tri Dharma Higher Education activities that each lecturer must carry out. This community service bridges the Medan Area University and the Deli Serdang community. Tri Dharma Higher Education activities, research, creativity, and community service activities done by Lecturers. For this reason, community service activities are also a priority scale, which expects to increase and support community service activities. Therefore, community service activities aim to motivate with the theme: "strengthening human resources management and accelerating digital-based sales in Tembung Unity SMEs in Deli Serdang." According to Law No. 20 of 2008, the classification of SMEs is as follows: 1) Micro: Wealth 50M – Sales 300M; 2) Small: Wealth 50M to 500M - Sales 300M to 3.5; 3) Medium: Wealth 500M to 10M – Sales 2.5M to 50M.

The university is a higher education institution required to carry out the Tri Dharma of Higher Education. In addition to teaching and research, community service will continue to promote as a form of higher education participation that cares for the community and can help find solutions to problems.

It can help improve the people's economy, especially partners and the surrounding community.

Financial problems are conditions of 1) Lack of match (mismatch) between available funds that SMEs can access; 2) The absence of a systematic approach to SME funding; 3) High transaction costs caused by complicated credit procedures that take up much time while the

amount of credit disbursed is small; 4) Lack of access to traditional sources of funds, either due to the absence of banks in remote areas or the unavailability of adequate information; 5) Loan interest for investment and working capital is relatively high; 6) Many SMEs are not yet bankable, either due to the absence of transparent financial management or lack of managerial and financial capabilities.

Non-financial problems consist of: Lack of knowledge of production technology and quality control caused by the lack of opportunities to follow technological developments and, lack of education and training, lack of understanding of marketing access caused by limited information that SMEs can reach about the market, in addition to the limited ability of SMEs to provide products/services following market demands, limited human resources (HR) and lack of resources to develop human resources, lack of understanding of finance and accounting.

## **METHOD AND PROCEDURES**

MSME Tembung Bersatu Deli Serdang is a home-based business in the culinary field, manufacturing various types of cakes. Depending on orders and orders from consumers, sales are still manual, namely through word-of-mouth promotion. United SMEs Deli Serdang place on Jl. Market VII Family Gang, Deli Serdang District, North Sumatra. The Deli Serdang United MSME group consists of a group of mothers who have a profession as a housewife, which aims to increase family income by exploring self-potential from skills in making cakes. This group of mothers consists of 25 people who are members of the United SMEs of Deli Serdang.

The objectives are a. They were cooperating with the community, significantly increasing the empowerment of human resources with motivation and self-actualization with expertise and skills; b and implementing the Tri Dharma of Higher Education, especially Community Service. Strategy to increase competitiveness through Innovation in creating unique products, Branding: Branding is different from other brands/advertising (not only developing logos & advertisements). Randing is different from brand/advertising (not only logo creation & beautiful packaging), talent/identity from product expression (trust & first impression): Marketing, namely: Product, lineage and product uniqueness (not easy to imitate), price, namely price determine from premium and expensive, if the margin is thin, it will erode capital, the place is self-distribution / use distributor services, and Promotion is social media, word of mouth so that the first experience is memorable and Positioning is that MSMEs need to know who they are and what they want to be known, People, namely understand who the potential

buyers are that must determine by MSMEs, Packaging, namely the packaging of the place, website, and form of packaging.

Management by learning management, single fighter meeting directly with consumers, cooking, receiving money, receiving orders. Based on POAC (Planning, Organizing, Actuating, Controlling), Skilled HR to recruit employees (not husband, children, mother, driver/domestic worker who has standardization, namely the process of determining & specification (adjustment) of a product (size, shape & characteristics).

Benefits of standardization: Strive to develop products & services more efficiently, safely & cleanly; Business Legality, Important requirements, Business Legality, Corporate legality is an identity that legalizes or certifies a business entity from a legal perspective so that the community recognizes it, Company Legality Documents, Business Licenses trade license (SIUP), industrial business license, business establishment deed, company registration certificate (TDP), NPWP, disturbance permit, business place permit. Why product packaging must be attractive; This is caused by: Brand representation, Attracting customer interest, Differentiating from competitors, Increasing brand professionalism, Influencing potential customer decisions, Eliminating boredom, and Increasing branding.

The requirements for submitting a pit are, among others: A certificate of business domicile from the District / Village, a Photo of the applicant size 4 x 6 cm (2 sheets) in color, a Photocopy of the applicant's ID card (3 sheets), a Health certificate (applicant) from the Puskesmas / Doctor, Location plan and business building plan, Include food and beverage label design, Fill out an application form, Participate in Food Safety Counseling, Carry out water lab tests.

As well as providing minimal information on the label: Name of product & brand, Composition of ingredients used in order from the most to the least used, Production Code, Net Weight, Net Content, Contents, P-IRT No., Suitable to use before the expiration date; manufactured by filling in the name and address of the company

BRAND requirements include: Downloading the trademark registration form (including statement) on the website of the Directorate General of Intellectual Property Rights: [www.dgip.go.id](http://www.dgip.go.id) (2x printed on F4 folio paper, Declaration of brand ownership, printed 1x and stamped Rp.6,000,-, Photocopy of ID card, Photocopy of Power of Attorney and attaching a Power of Attorney (if authorized), Photocopy of the Deed of Establishment (if PT, Foundation, CV, firm), MSME / SME Certificate from the Service (for MSME applicants), brand Label/etiquette min size 2x2 cm, max size 9x9 cm adjusted in the label column on the form as many as 10 (ten) pieces, Brand checking & tracing:[www.wipo.int](http://www.wipo.int)

Marketing AND Online Marketing includes A process involving every aspect of the business, from designing products, determining prices, and getting customer feedback. Online Marketing is the result of advances in information technology applied in marketing management to increase efficiency in marketing strategies in the era of globalization. Those who buy goods in a store do their research first. Research is often done in cyberspace rather than in the store where they buy their products. In comparison, 52% researched online first, compared to 25% who studied in stores. Of that, 52% come to the store with adequate information, so they know what they will buy. Complete product information is an absolute requirement in an online store. If not, potential consumers will run to other online stores that provide comprehensive information, and potential consumers will buy directly at the online store or instantly from the offline store.

## **RESULTS DISCUSSION**

The community service participants were 3 (three) Lecturers from Medan Area University and Sari Mutiara University as resource persons, with 25 (twenty-five) members of the MSME Bersatu Deli Serdang. The form of activity is the implementation of socialization to strengthen and accelerate digital-based sales. Time and Place, namely Time: Monday-Tuesday, October 24-25, 2022, Place: Jl. Market VII Family Gang, Deli Serdang District, North Sumatra. Solutions Offered: The solutions offered to solve the problems faced by partners are as follows: Providing socialization on strengthening human resource empowerment with motivation and digital-based sales acceleration with expertise and skills; Give

Solutions Offered: The solutions offered to solve the problems faced by partners are as follows: Providing socialization on strengthening human resource empowerment with motivation and digital-based sales acceleration with expertise and skills; Providing game reflections that provide relaxation.

Targets and outputs: To make the mothers of MSME Bersatu Deli Serdang more enthusiastic in service by empowering human resources with motivation and accelerating digital-based sales with expertise and skills.

I am giving the confidence contained in the game by realizing self-actualization reflection.

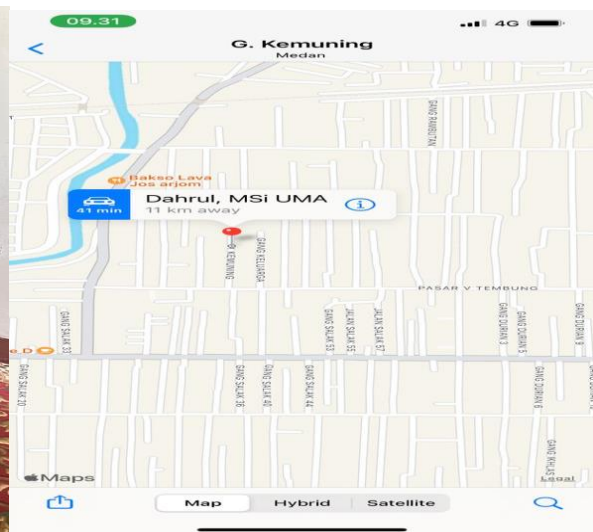
The implementation method carries out, starting with the implementation of a site visit to the MSMEs of the Deli Serdang community. The community service team discussed with

each other the description of phenomena and problems that the employees of the Deli Serdang MSMEs often faced. So based on the results of the discussion, it found that important things became the focus of the community service team's problems which would then compile into a socialization and training plan. At the second meeting, the community service team provided counseling from the fields of role and motivation in exploring self-potential focusing on accelerating the improvement of human resource empowerment with inspiration and digital-based sales acceleration with expertise and skills toward a positive organization. The counseling in the field of strengthening and accelerating digital-based sales will carry out in two days by providing material obtained from the theory of increasing human resource empowerment by strengthening human resources and accelerating sales in the digital field according to their expertise and skills.

The counseling was carried out at the home location of the Deli Serdang United UMKM home with the participants of the Deli Serdang United UMKM women, a total of about 25 (twenty-five) people. During the counseling session, discussion and question and answer sessions with the presenters, and a role-playing session from the material giving games on the second day. This community service expects to be able to find alternative solutions to solving the problems of Bersatu MSME mothers with more enthusiasm and growing confidence in running digital-based sales to the public or consumers.







## CONCLUSION

By serving the community to the women of the United MSMEs, Deli Serdang can provide solutions for increasing the empowerment of human resources with motivation and acceleration of digital-based sales of expertise and skills towards a positive organization.

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