

# 14. Rev Tnt Prosiding Human resource

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## **HUMAN RESOURCE MANAGEMENT FOR PROCESSED FOOD AND DRINK SMALL BUSINESSES**

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**Abstract:** Up to this day the small businesses of food and drink products are still exist and continue to run by many people. These processed food and drink small industry can absorb many working labors from every social stratum not only educated jobseekers but also the uneducated one. An increasing demand on society consumption to processed food and drink products is a strong potential which need to develop even further. Despite harsh economic condition as today many producers of these processed food and drinks continue to survive. The purpose of this research is to explain the human resources management in relation to processed food and drinks microindustry business. This is an experimental research where located in Malang city surroundings and use qualitative method with participative approaches. Primary data was obtained by questionnaire, interview, and documentation. Its implementation was conducted by approaching strategy to processed food and drinks microindustry doers. The result of this research will be used as foundation to determine transforming steps toward better future.

**Keywords:** management, human resources, food, drink.

### **INTRODUCTION**

The existences of Small and micro industry businesses (UMKM) in Indonesia have proven to be able to absorb many work labors or job seekers and give huge contribution to the country with significant percentages. One of many kinds of small businesses that also play a significant role in country's economic development is the micro industry of food and drink processed products. This micro industry business is still exist and continue to run by lots of people, absorb many work labors from every stratum in Indonesia's society not only educated but also uneducated work labors. Despite rough and difficult economic situation as today this food and drink processed products are keep existing. An increasing consumption demand from society to food and drink processed products can be seen as huge potential to be explore furthermore. Small business doers usually have not posses enough educational background to run their businesses. Especially in human resource management which relates to processed food and drink products' businesses. This limited knowledge of small business doers is visible particularly in the way of preparing and handling these food and drink products until reach the safe level of healthy products. Food and drink products are vulnerable and can be the source of contamination due to poor food handling. The unhealthy food and drinks can cause various diseases that affects our health. The micro industry doers must have adequate knowledge about hygiene and sanitation when processing these food and drink products. This understanding will have a great positive impact to food quality that will be served to customers or society, Prihatminingtyas (2010). The objective of this research is explaining the human resource management in relation to small businesses of food and drink processed products.

### **THEORETICAL STUDY**

Small and micro industry businesses (*Usaha Kecil dan Menengah*) is define by Statistical Central Bureau (*Badan Pusat Statistik*) based on work labor quantity where for small business the owner must have 5 to 19 employees. Meanwhile, the definition of human

resource management according to some experts are: 1. Human resource management is a process of planning, organizing, leading, and controlling every activity that connects to work analysis, evaluating, supplying, developing, giving compensation, making promotion and resignation toward the established purpose, Panggabean, (2004). 2. Human resource management is utilization, development, assessment, rewarding, and individual management from the member of the related organization or member of employee's groups, Simomara, (2004) 3. Human Resource Management is policy, practice, and system that influence the behavior, attitude, and working performance of employee, Noe, (2010). 4. Human Resource Management is a science or an art in the process of obtaining, advancing or developing and maintaining the competent employees in certain ways to make the organization's goals can be achieved with efficient moves and give satisfactory result to every individual. Wahyudi, (2002). 5. Human Resource Management is a series of activities that include: a) employee's management: such as arranging requirements and planning for the staffs, employee's recruitment and selection, b) development activity such as conducting training and preparing some assessment systems, c) giving compensation such as establishing certain payment system and non financial compensation also engage relationship like a type of relationship that connects to company's rules and complaints, Rowley, (2003).

The essence of human resource management in this discussion is about activities of micro industry businesses in managing their employees. This activity will run continuously in stimulant waves. Thus, the most important aspect of this activity is making a design of human resource management which consists of all activities (human resource management) that must be made in integrated format in which every aspect is inseparable component to others. Meanwhile the design of every micro industry business may be different between one to another which depends to kinds of business activity that they have. Next, the finished design will be implemented to business field. This management planning for human resources will be viewed as an activity that relates to act in anticipating the work labor necessities in the future, Widajanti, (2007). Human resource management is a process in fulfilling work labor necessities in present and future time for an organization or company Mochtar, (2012).

### ***The Food and Drinks***

Food and drink are basic necessities for human life. Food and drinks industry then become one type of industry that grow so rapid all around the world, including in Indonesia and in Malang city in particular. There are various kind of processed food and drinks with beautiful display that continue to produce to improve the products esthetic value and also for attracting customers. The production process of these products are as follow: raw ingredient's selection, food and drinks processing method, food and drinks quality testing, product packing until the distribution process of these products. Every ongoing process must be controlled to make end products that safe and healthy to be consumed by the customers.

### ***The Food Preparations***

The food for human consumption has a very significant role to our health where the higher of its quality the bigger of its good impact for our health. Food quality can not be seen only from the type of food, but from ways of its preparation that also become an important part. To determine its quality and nutritional content, food should be prepare in these steps: 1. Wash the raw ingredient until it clean, 2. Do not cook vegetable too long 3. Cook any food that contains of animal protein in perfectly well done. 4. Avoid cooking any food in a very high temperature or in high fire.

### ***The Food Serving***

The aim of food serving is creating 'eating appetite' that tempts all senses, not only for the tongue. When food is serving in attractive way, human body produces more fluids that help nutrition absorption. Then, attractive food is healthier than unattractive foods. Color and texture are two equal important elements when presenting foods.

### ***Habitual***

Some definitions of habitual are: 1. A repetition of something that happens continuously or most of the time in the same way and without any relations to intelligence or doing something similar/same act inside the mind in repetitive time, 2. To repeat or conduct the same matter over and over again for long time with close time range, 3. The mind's demand that push that person to do something without recognize its consequences. Human is an unique being for his or her capability to do certain things with or without thinking. The example of habit is shaking hands. Most humans are shaking hands with their right hand. Like in Indonesia, people always point to something by their right hand, use their right hand while eating, put on their shoes from the right foot and put it off from the left foot, or bowing their bodies when they pass older person. People almost never use their left hand to point something, eat something or put on something because they have accustomed to do these things by the right hands. It is a habitual. The human activity that keep repeatedly doing in the same manner. It also can be define as a response because it is done without thinking process, it automatically activated such as the shaking hands process in which human do not need to think about whether they must use their right hand or left hand to shake other people hands or whether they must use the right hand when they shake the hand of someone that they like and use the left hand to shake hand with someone that they do not like. Then, habitual can be conclude as a respond from someone in dealing with something without making any thinking process.

### ***Behavior***

Behavior is a positioning about something as a good response to a purpose, individual, foundation or institution. These three domains inside attitude point of view are interlinking. The theory has shown that if cognition and somebody's feeling toward a particular attitude object can be define earlier, then the tendency of his or her behavior can be predicted or exposed. However, Sarwono, (1997) stated that reality is showing that certain behavior will not always end with accord act that matches with that behavior.

The influence from external side of individual will create the behavior and attitude of this person, especially the one that come from experience and knowledge through learning process which make any activity such as education, training, courses, habitual activity and others become very significant to change attitude and behavior of micro industry business doers such as food and drinks sellers. The learning process itself can happen in a classic way or through social learning or direct experience. From a different perspective, the creation and also the changing attitude which valued as the most effective way is through direct experience. Behavior of individual or human is a function comes from interaction between the individual with his or her environment. Then this individual will carry it into an organization orders: the capability, the personal trust, the expectation, the necessity, and the past time experiences.

### ***Attitude***

Attitude is a tendency to feel and behave in one certain act towards an object. Attitude is an evaluative statement whether satisfactory or unsatisfactory about that object, people or event. Robbins (1996) *Attitude* is something that learnt (not inherited). It has 3 domains



which are cognitive (awareness), affective (feelings) and cognitive (behavior), because of these domains are interlinking then occur a theory that if we can find the cognition and feeling of someone toward an object then we will know his or her behavioral tendency. This has a meaning that somebody's behavior can be predicted from his or her attitude. Sarwono, (1997). Align with this statement, Prihatminingtyas, (2010) also stated that there are three components of attitude: understanding (*cognition*), emotional (*affect*) and behavior. Fear as attitude happens after relocation of sellers who reluctantly move to their new place because these food and drinks sellers are afraid to be left away by their regular customers. Palupiningsih, (2011)

Prihatminingtyas, (2005) also stated that attitude is an evaluation, reaction of good and bad toward something or someone which affected by his or her knowledge ability and attitude ability, in which if this individual has a good behaviour and attitude then she or he will be easier to adjust him or herself to the environment and vice versa.

## METHOD

The site location of this research is in Malang city. Type of research was experimental research. The population of this research was small businessmen who sell processed food and drinks products in Malang city with total amount of 30 respondents. Samples were gathered by random sampling technique, meanwhile for food sampling technique was using a purposive sampling with certain consideration. Implementation of this research was using strategies such as approaches, counseling, socialization, and games. The respondent's criteria is having minimum a year of experience to be the businessman who produce and sell processed food and drinks in Malang city.

Data collection was taken by interview and observation methods by giving questionnaire sheets and making assessment of the quality of processed food and drink products. After the questionnaires returned then data will be analyzed.

## RESULT

According to the result from this research, frequency distribution data obtained then analyzed with percentages as follows: 1) the gender of small businessmen/micro industry doers who sells processed food and drink products in Malang city are male (75 %) and female (25 %). This percentage is showing that the majority of micro industry doers are male. 2) the background education level of these businessmen are: unfinished Elementary school (10 %), finished Elementary school (10 %), finished Junior High School (25 %) and finished Senior High School (55%). This percentage is showing that the highest educational level of these micro industry doer is Senior High School. 3) the age of micro industry doers are ranging from 20 – 30 years old (15 %), between 31-40 years old (45 %), between 41 – 50 years old (35 %), and above 50 years old (5 %). This percentage is showing that the most productive age as micro industry doers is between 31- 40 years old. Whereas the length of time of their productive years is under 4 years in operation with net income approximately 3.000.000,- rupiahs up to 4.000.000,- rupiahs.

## DISCUSSION

While for the behavior, habitual and attitude of Processed Food and Drinks sellers will be explain as follow :

Till these days the behavior from food and drinks sellers are still constrain with a complex situation due to several external factors that include: 1. A fluctuation in economic condition because of unstable price for primary commodities that goes up and down quickly. Although the price is unstable, the food and drink sellers still able to anticipate by raising the product's selling price or reducing the size or weight of their product but keep the same selling price. 2.

The government policy which seems so reluctant in supporting micro industry business program by viewing many counseling's run in fragments (not as whole) without any follow up of those business program. 3. A change in business competitive environment, where some people try to establish new businesses with the support of technological basis, while this competitive edge is still unable to understand or follow by micro industry doers of processed food and drink sellers in particular. 4. A change in costumers' taste, where today they are prefer to buy fast food products that its existence is out of the control of these micro business doers. The external factors are getting more complicated and unpredicted as before and resulted a vulnerable business which difficult to attain and maintain its successfulness for a quite time. Meanwhile, influences coming from outside can bring these food and drink sellers creating an extrovert or open behavior and ready to accept suggestions or ideas, especially ideas in the form of experiences and knowledge through learning process such as educational activity, training and courses that relates to their job. Till these days micro industry business development activities are very often conducting by the government together with related parties to enhance the working performance of the businesses that belong to them.

While internal factor is entirely lies in the personal life of these micro industry doers. The explanation of their internal factors are: 1. Their financial resources is still manage in simple way without financial administration system or has not arrange in correct financial balance format. These sellers are not distinguishing or dividing the incomes for consumption fund, daily fund and production process fund. 2. The practice of human resource management comes in familiarity characteristics because their working labors are close relatives such as their children, siblings or nephews which their houses are in close distance with the working place. 3. They do not have own organization structures, in which, if there any, the existing organizational structure is considered to be flexible which easily to change because it will be adjusted to the needs. The successfulness in managing the internal factor will give great contribution to the successfulness of a certain business. Ability in managing internal factor is inseparable with the ability of human resource management. Unfortunately until this present day it does not have a courage in doing necessary changes to food and drink micro industry business by making adaptation strategy with the external factors in particular. Therefore this micro industry is having difficulties to achieve business successfulness. The essential foundation is to find a way (for this business) by balancing the strategy that coming from internal environment (controllable) like production process, product result, selling price, product distribution and product culture with the external environment (uncontrollable) like competition, technology, globalization to meet one balance condition in achieving the business goals.

A habit can be define as a response because habitual is not require any thinking process and automatically do such as: 'clean culture with social responsibility'. This habit has a meaning to use clean culture to process the food and drink products. In the production process will not use any chemical substances that can be harmful for customer's health. The food that consumed has a very significant role to our health where the higher of its quality the bigger of its good impact for our health. Food quality cannot be seen only from the type of food, but from ways of its preparation also becomes an important part. The usual habit of these food and drinks sellers after buying food stocks in large quantity are putting these foods straight away into the refrigerator, on a table, or inside a cupboard. To maintain the freshness of those commodities the best way in storing them is in the refrigerator. Its' storing methods are as follow: fruits and vegetables can stay much longer if they are stored inside a humid place. They can be placed inside fruit and vegetable slots inside the refrigerator, separate the fruits and vegetables when store them inside the refrigerator and better to throw away the damage fruit or vegetable (has bruises or rotten). While for meat and sea food must be kept in the bottom shelf of the refrigerator.

To avoid the occurrence of cross contamination, separate one type of food with other type of food. The best storage place to keep milk and yogurt is in the upper or middle shelf of the refrigerator. Keep away any product from processed milk from food material which has strong smells because it will spoil to other food inside the refrigerator. Eggs should be put in lower shelf so it will not lose its humidity or absorb unwanted taste. Fruit, vegetable and cheese need a warm place thus they must be placed inside the shelves with appropriate humidity. To store spices inside refrigerator should be put in the door shelf where temperature will always fluctuating (going up and down). However, spices will not last longer in the refrigerator because it constantly use in daily basis.

Attitude is an evaluative statement either satisfactory or unsatisfactory statements toward an object. The evaluative statements from this food and drinks sellers are: 1. When they were being given suggestion or idea, these micro industry doers became easily offended or felt insulted. This is occur in sellers above 50 years of age and have the latest education of under Senior High School. As explained by Haris, (2010), informal business sector is mark by units of micro business industry in a large amount who own by several families (family business), use simple production technique and has labor extensive (*padat karya*) characteristic. The working labor in informal sector are usually have limited skills and low education level. 2. On the contrary, after being given suggestion or ideas some food and drinks sellers became more creative and innovative with their products. This is happening to micro industry doers under 40 years old with education level finished Senior High School. The general reason for being offended is self esteem factor. The micro industry doers feel insulted whenever their product or their end products are valued to have low quality. Some sellers considering their products are the best products until they get easily offended if their products are valued to have poor quality. There also some sellers who consider their products to have average quality so they also become quite insulted if someone said that their products have low quality. However, there also few sellers that have products with average quality and understand about it until they do not feel too insulted and furthermore their disappointment will not be shown to others. The professional and smart micro business industry doers will deal with something (including receive any critics, scolding's, or another negative inputs) by clear conscious. Food and drinks micro industry doers will response all with their explanation, argumentation, verification, clarification and giving some solid reasons. Moreover, they able to receive every condition according to the fact and reality as it is.

## CONCLUSION

The conclusion of this research are explain as follow: (1) Up to this present time the behavior of food and drinks sellers are dealing with a complex situation which consist of some external and internal factors. (2) The habitual of these food and drinks sellers are conducting without any thing king process. It usually comes in automatically. Then, they have 'clean culture' with consideration to social responsibility in a form of using this 'clean culture' for their food and drink products. (3) Attitude is an evaluative statement either the satisfactory or unsatisfactory statement regarding of an object. There is one evaluative statement from the food and drink sellers who are above 50 years old, when someone is giving them suggestions or ideas, they were easily offended. Meanwhile for those sellers under 40 years old are open to receive any suggestions from their customers which make these sellers become more creative and innovative with their products.

## RECOMMENDATION

From the findings of this research with title of Human Resource Management for Food and Drink Small Businesses, it is found that the way to manage its human resources is by using three variables: behavior, habitual and attitude. Then, it is suggested to the next



researcher to add or obtain some variables like assistance, counseling and ability's improvement activities.

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