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Training and Development Human Resources Through Digital Skills at UMKM Bites Baker Malang

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ABSTRACT

Bites Baker is types of UMKM business cake making that focuses on brownies. The business Enough own potential in journey his efforts that the product Enough in demand Consumers . Training This aiming For give training and development of human resources for MSMEs through digital skills to be able to compete with similar SMEs and can increase HR performance at UMKM Bites Baker. The method used is descriptive with technique observation , companion , and evaluation . Research results show that Training This give knowledge UMKM owners and workers new about use digital technology for increase efficiency and productivity . HR learning management finance , digital marketing strategies , and tools soft management , which helps they optimize operation business. Digitalization technology in the HR development program provides benefit for MSMEs, such as improvement productivity and opportunities new For developing . This is motivate MSMEs to learn and innovate , which in turn increase economy them and society around.

1. Introduction

In the growing digital era rapid, management source Power human (HR) becomes the more complex and challenging, especially for business micro, small, and medium enterprises (MSMEs) (Apriyani et al., 2024). MSMEs are bone back economy many countries, including Indonesia, with contribution significant to creation field work and growth economy (Saefullah, Radjawane, et al., 2023). However, MSMEs often face various obstacles, such as limitations access to technology, lack of knowledge about management finances, and the lack of digital skills. Challenges This the more exacerbated by change fast in technology and markets, which require MSMEs to Keep going adapt to stay competitive (Sutariyono et al., 2020) and (Tohiroh et al., 2021).

Source Power man is one of very important factor in a company on the side other factors such as capital. Human resource management with Good and right will support organization For more growing and in harmony with objective organizations that have determined (Kusuma & Fridayani, 2022). Therefore that, HR must managed with Good For increase ffectiveness and efficiency organization, as one of the function in a well-known company with management source Power human resources (HR). Management source Power man face various type obstacles that can be sourced from outside or from in organization That alone, in a way more specific can sourced from challenge external sourced from conditions and changes technology. MSMEs (Micro, Small and Medium Enterprises) have a big impact big in effort increase wages territorial and state. According to with Law no. 20 of 2008 concerning MSMEs has position, duties and potential main For realize construction finance a more society adjusted, created and fair. Currently, Indonesian MSMEs are opening opportunity For open field Work new as well as raise economy and standard life for the unemployed as well as class intermediate to below (Budiarto, 2022).

Activity training and development be one of a much needed method almost all companies or organization because will lead to high performance in the required areas and is important part from sourcedivision Power human, thing That own very significant influence to success of something companythrough improvement performance employees (Mozael, 2015). According to Apriliana and Nawangsari (2021), a form from development source Power humanis through improvement performance that occurs within A organization. With existence development source Power man this, then the company's objectives that have been planned previously will more easy For can achieved. This is due to Because source Power human beings who have quality considered capable operate duties and functions with goodas employees inside a organization. According to Kurniawati, (2020), human resource development is effort planned from organization For increase HR competencies carried out in a way continuously in term long, which is done For ensure availability of appropriate human resources with need position, and intended For improvement performance individual that leads to performance organization.

Technology will Keep going develop and change, or in other words will found various tools that can replace power Work more human good, effective, efficient, etc. so that required role adaptive and agile leader in face change (Fridayani, 2021). Impact the biggest from technology in management source Power man obtained from How technology change industry and style life. Improvement skillsource Power UMKM humans can through activity training and education, in particular offline or online. (Setyorini et al., 2019) said that a number of study has to study How implementation training as activity development source Power man can increase ability in process business .

Development digital skills and HR management become crucial. Training and human resource development is not only aiming For increase efficiency operational, but also for push greater innovation and productivity high (Saefullah et al., 2024). Digital skills, such as use device soft management, digital

marketing, and data analysis, are essential For helping SMEs optimize business processes they. Additionally, mastery technology information and communication can open opportunity new for MSMEs to expand their market, either in a way local both internationally and globally (Saefullah , Aisha, et al., 2023).

For know more Lots about source Power digital human, a person must moreover formerly understand the true meaning from that. (Saini, 2018) describes source Power digital human as look after all work management source Power man with help technology, through a number of application and connect to the internet. (Nishad, 2017) in the business world all of these technology appear return in form new For draw and get more Lots recruitment employees in the organization. Transformation main happens in management source Power man from management source Power man conventional to management source Power digital human with apply new policies and strategies For interesting organization . (Shah et al., 2017) shows that digitalization of management processes source Power man allow For delete Lots routine tasks, reduce risk error humans, and empower experts For solve problem important, enabling they For use knowledge and skills they in a way more effective in finish problem business .Training and human resource development with focus on digital skills for MSMEs is step strategic that is not only strengthen capacity individuals and organizations, but also supports development an inclusive and sustainable economy (Arda et al., 2023).

Training HR management that focuses on digital skills for MSMEs is also necessary highlight importance modernization system efforts and implementation systematic policy (Tafsiruddin et al., 2024). With Thus, MSMEs can increase Power competition them and contribute more big to economy national. The challenges that faced, such as low level productivity and quality product, can overcome through comprehensive and sustainable training (Candra et al., 2020).

Bites Baker is types of UMKM business cake making that focuses on brownies. The business Enough own potential in journey his efforts that the product Enough in demand consumers. However, what becomes background behind problem is skills towards human resources especially in digitalization use increase effective performance For development of the MSMEs. Training This aiming For give HR training and development for MSMEs through digital skills to be able to compete with similar SMEs and can increase HR performance at UMKM Bites Baker.

2. Methodology

Methods used is descriptive with technique observation, companion, and evaluation. The activities carried out are :

1. Training and Mentoring

Training in essence is a learning process (Bariqi, 2018). While mentoring play a role active as agent who gives input positive and directive based on knowledge and experience the community he assists (Rahmawai &

Kidworo, 2017). This stage involves directly to UMKM HR . This training and mentoring can include understanding what customers want, listening to customer complaints, training HR from UMKM Bites Biker, improving HR skills and providing knowledge digital skills at UMKM Bites Biker.

2. Observation

Observation is method or method to collect information or data that is done with stage observation and recording in a way systematic to current phenomenon made into target observation (Maria, 2008). Observation activities help obtain information in mentoring training and development of Human Resources through digital skills at UMKM Bites Biker Malang.

3. Evaluation

Evaluation according to Widoyoko (2009) no only based on assessment results learn, but also need evaluation to input, output and quality of learning process That itself. Evaluation is done through *pretest* and *posttest* . This evaluation aims to determine the level of understanding of MSMEs in training digital skills in HR.

3. Results and Discussion

A. Training and Mentoring

Based on the results of the training and mentoring, it is stated that with a focus on digital skills in human resources of MSMEs, HR training and development have various benefits felt by MSME Biter Biker. This training provides business owners and MSME workers with new knowledge and skills, especially on how to use digital technology to improve efficiency and productivity. Employees of small and medium enterprises (MSMEs) gain knowledge about financial management, digital marketing strategies, and management software that can help them optimize their business operations. As a result, MSME Bites Biker sees an increase in product quality and sales, which results in an increase in their income and welfare. The managerial and leadership abilities of participants are improved through this training, which is important For development business in term long.



Figure 1. Logo of UMKM Bites Baker Malang

Then one of them findings is this UMKM which previously No used to with digital technology today feel more believe yourself and can use it in activity daily

like use digital applications have increase management inventory, scheduling production, and plans marketing. They can also reach more Lots customer local and national with utilizing e-commerce platforms and social media. This increases sales and branding as well Power competition product them. However, the results show that There is challenges, especially for this MSME which is more old or No used to with technology.

This matter in line with phenomenon study from (Amelia et al 3023) shows that in the digital era, training and development knowledge about technology is very much needed so that resources Power man follow changes of the times with fast . With so can present source Power human being who is not left behind with changing times.

B. Observation

Results of activities mentoring through observation about training and development Human Resources through digital skills have very satisfying results after existence training and mentoring For results in a way overall can outlined like following This:

Based on observation direct from UMKM Bites Biker Still not enough in digital skills are one of them is No utilise digitalization from aspect sales, promotions and not take advantage of existing e-commerce For branding and enhancing sales pad UMKM Bites Biker. Therefore with existence development source Power humans in this UMKM For Can help more familiar with and skilled in digitalization.

This matter agree with study from (Shierli Wijaya, 2023) With existence step training and development employee digitally, then in a way No directly the company can also save cost operational and steps This is practical way. Role Human Resources as power work that will be achieved expected company goals can improve competitive strategy with more technology so sophisticated performance employee can Keep going increase.

C. Evaluation

Therefore, the evaluation in this MSME is With the digitalization of technology, the HR development program has provided many benefits for this MSME, including increasing productivity and opening up new opportunities for business growth. So, MSMEs have been motivated to continue learning and innovating, which will ultimately improve their economic welfare and the community around them. Digital skills, such as the use of management software, digital marketing, and data analysis, are essential to help MSMEs optimize their business processes. In addition, mastery of information and communication technology can open up new opportunities for MSMEs to expand their markets, both locally and globally (Saefullah, Aisha, et al., 2023).

4. Conclusion

The findings of this study showed that students' performance in team-pair-solo mathematics classrooms is better than those of the conventional classrooms as a result of the strategy adopted that allowed the high students classroom interaction to take place. It is also noted that the students related with each other without any fear. It is important to relate the findings of this study to the reviewed literature in order to point out some implications of the study. Team-pair-solo strategy gave room for students' collaboration in the mathematics classroom and challenge them to take responsibility of their study.

Team-pair-solo is one of the collaborative teaching and learning strategies that promote students' cognitive performance, social interaction and positive learning behavior (Zhang & Cui, 2018). The findings in this study also showed no significant gender difference of students' performance in team-pair-solo and in the conventional classroom. This is an indication that the strategy is not being influenced in any way as gender should not be a barrier to the students' performance in the mathematics classroom. In this vein, since the aim of curriculum planner is to always improve the quality of education, then, the importance of the use of team-pair-solo strategy must be taken into cognizance as learning has ultimately shifted from the teacher-centred approach to the learner-centred approach.

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