

Empowerment of Human Resources in The Aspects of Economic Transformation During The Covid-19 Pandemic for Food & Beverage Industry

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Abstract. As a result of the Covid-19 pandemic that will not end soon, the Indonesia government has entered a New Normal condition by implementing several policies. The Indonesian government provides a policy of economic transformation to solve the nation's various challenges in the economic sector. The economic transformation carried out by government focuses on exploiting regional potentials that have an impact on improving the quality of empowerment of human resources. And empowerment of human resources is one of the pillars of the economic transformation policy. Every of economic transformation has risks that can be resolved through efficiency and the use technology in order to achieve ideal economies of scale for each business sector. This research aims to analyze empowerment quality and competitive human resources in facing global challenges such as a Pandemic Covid-19. The subject of this research is one of the food & beverage industry in Karawang, West Java. The research used descriptive analysis method and literature study. Moreover, the analysis was based on internal and external analysis (SWOT analysis). The result of this research are expected to find out the effect of empowerment of human resources on existing economic transformation policies in the Food & Beverage Industry, and without empowerment of human resources, the economic transformation can not be successful.

1. Introduction

Since 2020, the Covid-19 pandemic has surge around the world, including Indonesia. Until now, the number of Indonesian citizens who have been affected the virus are 373,109 positive, 297,509 healed or recovered, and 12,857 died, the data is obtained from distribution data by the Ministry of Health in Indonesia by date October 21, 2020[1]. With this pandemic, the world economy has also weakened. Many companies have experienced bankruptcy and changes in the rules empowering human resources. With the existence of the economy transformation policy made by Indonesian government, it is hoped that it can be one of the ways to improve he economy in Indonesia so that the empowerment of human resources can be optimal. Economic growth or transformation economy is an integral part of regional development aimed at realizing national development goals. Economic growth is high level structural and sectoral change related to the process of economic growth[2].

Every process of economic transformation has risks that can be resolved through efficiency and the use of technology in order to achieve ideal economies of scale for each business sector[8]. Economic transformation also needs empowerment of human resources maximally. Human resources are the main factor in an organization or company. The empowerment of human resources in general seeks to improve the ability of individuals to carry out their duties and responsibilities in professional manner as well as to improve their technical abilities.

Seeing the importance role of the human resource factors in a company or industry, it can be said that human resources are the most important asset that has an impact on the welfare of the company or industry[7]. The most important resource of an organization or company is human resources, which are people who give their energy, talent, creativity, and effort to the company[7]. Therefore, the importance of the human resources in an organization or company, needed to do empowerment of human resources for employees, because the empowerment of human resources is to explore the potential or talents that exist in employees.

Strategies or steps that can be taken to empowerment of human resources are by providing training to employees, companies can also provide opportunities for employee to contribute ideas to provide rewards or punishments so that employees can increase their knowledge and skills. This strategy is applied in a Food & Beverage Industry in Karawang area. With this strategy, this is expected that mental quality of human resources will be formed and have a positive impact on the progress company.

2. Method

The research used analysis descriptive qualitative. By processing and analyzing data, and describing the data that has been collected in general. The characteristic of descriptive data are collected in the form of words and pictures, not numbers. The data collected comes from interview, photos, videos, field notes, personal documents and other official documents[3].

In this research the data analysis technique used the SWOT analysis. SWOT (strength, weakness, opportunities, and threats) focus to find out the company's current situation/environments[4,5]. The researchers classifies by making a summary, simplifying the data has been available from various sources[6].

Below is the total number of employees in the company under research.

Table 1. Total Employee

Department	G.A	Finance	HRD	Office Prod	Engineering	Warehouse	Sales	QC	PQC
Male	14	2	3	27	15	29	14	43	246
Female	5	12	3	11	0	5	10	12	0

3. Results and Discussion

The economic crisis in this Covid-19 pandemic has resulted in changes in the structure of the economy, security, and various social problems. Various policies need to be taken to strengthen the economic structure and economic transformation in the medium to long-term. Efforts to carry out economic transformation are pursued by strengthening several leading sectors such as empowering human resources as a source of new economic growth, including the manufacturing, tourism, and financial. The manufacturing sector as the Food & Beverage Industry are empowering human resources in order not only as strength in term of quantity, but also in quality[12].

3.1. Strength

Strength is the characteristic that adds value to company's strengths to make it look special from other companies. It means that something is more advantageous when compared to something else. In

this sense, strength refers to positive, and creative[9]. So, it can be concluded that strength is the things that can form the company to be more developed and advanced.

3.2. Weakness

Weakness is anything that a weakness or constraint that causes the company to find it difficult to develop or improve the company's performance. Weakness refers to not having the form and competency necessary by the company which is more detrimental to the company[9]

3.3. Opportunity

Opportunities is a valuable and profitable situation for the company[10]. So, opportunities are environmental factors and opportunities for companies to develop.

3.4. Threat

Threat is a situation that can reduce the ability of a business or company to protect and improve its competitive position in the market. Threat is a situation or condition that harm the actualization of activity[9]. So, it can be concluded that a threat is something that poses a risk to the company or the possibility of its success or growth.

Below is a table for analysis of internal & external factors.

Table 2. Internal Factors

Strength	Weakness
1. Budget support 2. Regional policies on business actor development 3. Facilities and infrastructure 4. The work chart is structured and organized 5. Accurate work planning in the long-term	1. The total of functional human resources is lacking 2. Functional training followed is still lacking 3. Employee data has not been updated 4. Less than optimal monitoring of training members

Table 3. External Factors

Opportunity	Threat
1. Employees who attend training are still partially 2. Many employees who want coaching 3. The active role of employees is quite high 4. Public interest in the product is quite high	1. No establishment of centers/groups with similar business 2. The result of design is not yet innovative

Based on the explanation SWOT above, the researchers made the result analysis SWOT below:

Table 4. Analysis SWOT

	Strength	Weakness
	1. Budget support 2. Regional policies on business actor development 3. Facilities and infrastructure 4. The work chart is structured and organized 5. Accurate work planning in the long-term	1. The total of functional human resources is lacking 2. Functional training followed is still lacking 3. Employee data has not been updated 4. Less than optimal monitoring of training members
Opportunity	Strength - Opportunity	Weakness - Opportunity
1. Employees who attend training are still partially 2. Many employees who want coaching 3. The active role of employees is quite high 4. Public interest in the product is quite high	1. With budget support, training can be carried out equally 2. Can do a promotion in order to manage another plant 3. Provide equipment assistance for new technology	1. Do employee data collection periodically 2. Activate the role of superior management to report the progress of employees 3. Additional functional power
Threat	Strength - Threat	Weakness - Threat
1. No establishment of centers/groups with similar business 2. The result of design is not yet innovative	1. Do sharing training between plants 2. Forming new centers	1. Communicate effectively with leaders regularly

There are some aspects to empower the human resources, by evaluating our labor force we can judge the whether or not our employees benefit from such characteristic[11].

Based on the result of the research, the company did several ways to empowerment of human resources during the Covid-19 period:

1. Coaching and counseling
2. Provide a place for creativity
3. Built trust
4. Train employee confidence
5. Maintain credibility
6. Instilling accountability values
7. Open communication

4. Conclusion

To measure success rate of empowering human resources, companies need to evaluate the factors that inhibit or fail in the empowerment proceed. Empowerment of human resources (employees) is an effective, efficient, and productive way to get the best human resources in the company.

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