

**Wacana Equiliberium : Jurnal Pemikiran & Penelitian Ekonomi Vol. 12, No.02**  
**P-ISSN : 2339-2185, E-ISSN : 2654-3869**

**Influence Implementation Human Resource Management Against Power Sell  
Madura Batik Msmes Products**

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**ABSTRACT**

The purpose of this study is to evaluate how human resource management (HR) adoption affects Madura Batik MSME product sales. Six out of the eighteen batik centres in Pamekasan were the sites of in-depth interviews with owners, managers, and staff of Batik MSMEs in Madura, using a qualitative descriptive research methodology. Thirty people made up the study's subjects: six batik MSMEs' owners, eight managers, and fifteen employees. To ascertain the successes of business development and assess the company, a SWOT analysis is required. The analysis's findings demonstrate that putting in place efficient HR management practices—like employee empowerment and training—helps firms adapt to changing market conditions and boosts output and quality of work. The effect is that the product's selling power will rise with optimal HR management implementation and vice versa.

**Keywords:** Human Resource Management, MSMEs, Product Selling Power, Madurese batik

**INTRODUCTION**

Batik is a legacy culture that has a big economic influence. Thus, effective local and global management is necessary to be able to compete in a market that is growing more and more competitive. Data from the Ministry of Trade and Industry of the Republic of Indonesia indicates that in 2022, Indonesian batik exports surpassed that of 2020 and reached a record high of USD 744.79 million. However, from January to November of 2023, Indonesian batik exports fell 13.51% (yoy), totaling USD 590.91 million. Between January and November of 2018–2023, the United States, Japan, Germany, Australia, and the Netherlands are among the nations to which Indonesian batik is exported. Indonesian batik exports are primarily destined for these nations every time. Over the course of 2018, the percentage of Indonesian batik exports to the United States has continuously exceeded 50%. The tendency will have persisted by 2023, when mark exports of batik to the US will account for 53.63% of all Indonesian batik exports, or US\$ 326.57 million. Between January and November of 2023, the most popular batik exported was shirts male, bringing in USD 271.54 million (or 46% of the total). The value of women's outfits, dresses, coats, and jackets is USD 155.44 million, or 26%



of the total. Blouse women accounted for 16% of the market, worth USD 97.07 million. \$30.34 million (5% share) is spent on clothing women globally. Textiles made of cotton, 22.67 million USD (4% share). Wardrobe items, ensembles, jackets, blazers, long pants for males, USD 10.95 million (2% portion). However, MSMEs—both small and medium-sized—dominate Indonesia's batik market. They preserve the batik heritage while also assisting the regional and national economies. Even though there are still challenges with their execution, MSMEs—including batik—have a major impact on the nation's economy of development (Hidayat et al., 2022). This advances our understanding of how power dynamics in management might impact marketing, high-quality products, and innovation in the field of science management (Dessler, 2020) points out that research demonstrates how good HRM may improve employee performance through training, growth, and motivation—all of which have a positive impact on product sales. According to a 2017 study (Fu et al., 2017) published in the Journal of Business Research, businesses that employ system human resource management based on performance possess noteworthy increases in ability innovation, which subsequently raise mark sell things in the market. A recent study (Jiang et al., 2012) found that enhancing the performance and caliber of creative individuals' work through the use of High-Performance Work Systems (HPWS) in HRM can improve an organization's capacity to sell products. This study demonstrates that HR management can be achieved by implementing an efficient strategy for hiring, onboarding, development, and performance evaluation. HR management that prioritizes employee empowerment and training that fosters sustainable capability push improvement performance employee in producing high-quality products (Bismala & Handayani, 2017) According to (Ferligoj et al., 1997), the power man plays a critical role in UKM and, up until a certain point, greatly enhances the company's competitive edge.

Several ideas of employee motivation and its effects on performance and retention are examined in An Examination of ideas of Employee Motivation and How They Affect Retention in Organizations. Marketing and sales techniques can benefit from increased employee motivation, which is a result of effective human resource management. In (Ramlall, 2004) The Handbook of Human Resource Management Practice offers a comprehensive summary of appropriate human resource management methods, including system evaluation, performance, and compensation. According to (Armstrong & Taylor, 2023) research, a carefully considered human resources strategy has the potential to enhance employee happiness and performance. According to (Maria et al., 2024), there are two aspects that influence MSME innovation in order to outperform its competitors: internal factors and external factors. A study analyzing the variables that can impact innovation in small and medium-sized businesses to boost power competitiveness and produce locally generated goods. Investigate Unleashing Synergies: the interplay between strategic marketing, human resource management, and company financial performance. A corporation that reports better financial performance typically takes a more integrated approach between marketing, management source Power, and strategic implementation (Rajindra, 2024). Previous studies on the use of advanced management information systems to optimize human resource

planning have shown that SIM level carryover can maximize HRP within an organization(Rusilowati et al., 2024), The use of technology is to blame for this.

There is a need for more research on the relationship between employee performance and human resource management, but few of them explicitly look at how HRM implementation impacts the capacity to sell goods, especially in the context of MSMEs like Madurese batik. In order to bridge this knowledge gap and provide more comprehensive information, advanced research is required. Given that employment in this sector is essential to generating productivity that allows for competitive prices(Fitrihana, 2011). Furthermore, human resource management influences an organization's success in two ways: through procedures and through personnel development(Baviga et al., 2023). In addition, MSMEs in Indonesia will be able to thrive in the areas of people, site, promotion, price, and product due to the improved quality of human resources(Atmaja, 2018).

The aim of this research is to better understand the ways in which the ability to market Madura batik UMKM products is impacted by the implementation of human resource management. The study is important because it offers a comprehensive and deep understanding of the real-world effects of HRM on the capacity to close deals. This knowledge may be applied to improve performance, create new strategies, apply current ones more wisely, and raise batik UMKM's level of competitiveness in the market.

## **RESEARCH METHOD**

This research method implements a qualitative descriptive method. The researchers employ this strategy for a reason: to record, photograph, and document activity in the six batik centres that are the focus of this study. Primary data were gathered through in-depth interviews with six owners, eight managers, and fifteen employees of batik MSMEs who were chosen based on work experience and direct involvement in the production and sales processes. The six owners of batik MSMEs have over 5 years of expertise in the batik sector. They were chosen based on their direct engagement in strategic and management decision-making at their respective organisations. Meanwhile, 8 managers at batik MSMEs are in charge of day-to-day operations and human resources. Managers were chosen for their critical role in adopting HR management techniques as well as their interactions with employees, along with 15 employees from various roles such as designers, artisans, and salespeople. This study's data collection approaches included interviews, recording, library research, observation, documentation, and notes. Steps for gathering research data, (1). undertaking a location survey, (2) mastering the theory, (3) mastering the method, (4) searching for and finding data, (5) in-depth analysis of the data discovered, (6) carrying out thorough improvements, and (7) drawing research conclusions. Questionnaires are sometimes used to obtain data. A questionnaire or survey is a series (list) of written questions directed to respondents about specific problems with the goal of eliciting responses (Nurgiantoro, 2012).The researcher employed a closed questionnaire for this study because the answers that needed to be selected were already available.

SWOT analysis is used in this study to examine the data that was gathered through observations, interviews, and documentation. As to Richard L. Daft's analysis in (Nisak, 2013) SWOT analysis encompasses efforts to identify a company's strengths, weaknesses, opportunities, and threats. SWOT analysis is a methodical means of identifying different factors. SWOT analysis is a helpful tool for developing firm strategies (Rangkuti, 2015). It may be used to confront global competition at the national and worldwide levels (Fatimah, 2016). weighing the contribution of strength or weakness to the accomplishment of objectives, missions, or the company's vision (Utsalina & Primandari, 2020) Establishing branches to evaluate each element's position with that of the major competitor, for instance, means that the branches can rate a factor as high as 4 (very) good if the company competitors' strength factor is higher (Utsalina & Primandari, 2020).

## **RESULTS AND DISCUSSION**

Examine This reveals that many of the Madura Batik UMKM performers in Desa Pagendingan, District Galis Regency Pamekasan, do not comprehend or have knowledge of the draft management source Power human. One of the primary causes is the low level of formal education among these MSME actors, who prioritize technical skills over managerial knowledge. In addition, a portion of this large UMKM is a business family with a straightforward organizational structure, therefore traditional HR management is not thought to be significant. Additionally, limited access to HR management training and information also adds to MSME actors' lack of understanding.

According to the description, several sources that were contacted state that human resource management has not been implemented because of a variety of factors. First, actors from UMKM and low-education craftspeople. Second, they do not recognize the significance of human resource management. Third, the training that was taken during this period improved knowledge of branding, marketing, and batik. However, human resource management has never dealt with training. Fourth, artisans create their own patterns; in other words, what matters is that batik is offered and does well on the market. Fifth, HR management does not appreciate or consider any influence on improving sales.

Based on the various factors mentioned above, the primary issue that UMKM actors at the village batik center Pagendingan Galis, Pamekasan encounter is a lack of awareness regarding the significance of human resources. As a result, mentoring and educational initiatives that enhance knowledge of HR are essential.

The Madura Batik UMKM actors are situated at the Pagendingan Village Batik Center. This tends to concentrate more on production and technical know-how directly related to batik making. Managerial aspects such as human resource management are seen less significant in comparison to technical and production skills. They are more accustomed to straightforward, direct everyday management and do not consider it to be a component of official HR administration.

Lack of knowledge among Madura Batik's MSME actors regarding the significance of management sources Power Man's personal influence on Power Sell's product sales is significant. One of the primary effects is a decrease in product quality due to inadequate personnel training and development. Customers will be

less likely to trust the products produced as a result of their inconsistent quality. Furthermore, low productivity and high employee turnover rates are the outcome of low motivation and happiness among workers, which is brought on by a disregard for human resource management. SMEs must therefore incur more costs for hiring and onboarding new employees, which ultimately affects operational efficiency and increases the ability to sell products.

Despite not being aware of the phrase management HR, it appears that they engage in related activities such internal training, informal hiring, and management relationships with employees. For instance, making batik necessitates several steps. The first step is called nyanting batik. In this procedure, artisans will create drawings or paintings on batik fabric based on the wishes of the batik vendor. The background behind the pattern in the second step, known as the Nembok or Closing process, does not need to be colored. Third coloring procedure using the dip method. Stage 4, also known as the Nglorod procedure. The evening phase of shedding For the first instance with Put it in a boiling water bath. Following the completion of the nglorod procedure, the process will be restarted, starting anew with nyanting, nembok, dip, and up nglorod. Once these steps are completed twice, the batik fabric is ready to be dried and cleaned. The batik cloth has finished drying and is ready for sale. Process step by step; don't do it all by yourself. Therefore, you must involve the employee. Some artisans only concentrate on painting, drawing, and wall-hanging batik cloth. While various people are also attended to by staff for the coloring and glossing process.

Absence of a source for implementation management Strength At UMKM Batik Madura, human resources (HR) have a big influence on how well products are sold. Customers' trust is diminished when high-quality batik goods lack consistency due to inadequate training and development. Additionally, employees that are unmotivated and inefficient at work result in decreased productivity. The highest staff turnover rate results in increased expenses for hiring and training new hires, which puts a strain on UMKM finances. Furthermore, poor customer service combined with a lack of training makes customers hesitant to return. Ultimately, batik items become old because to a lack of innovation, which lessens Power's appeal in a crowded market. Additionally .

Not just an effect on output and product quality, but also if management sources Power man This No run in a method maximal will also lead to poor marketing tactics and a lack of unique products. Thus, it is essential to get good technology mastery through training and independent study (Sudarmiati, 2022). Without innovation, batik products lose their appeal and their ability to compete in a market that is always changing. Furthermore, poor stock management can lead to overstock or stockouts, both of which are harmful. Increased risk laws Because failing to consider legal and compliance issues may result in a fine or legal issues. As a result, there is a decline in customer loyalty and image business, which affects overall financial stability and reduces product power.

Study's matrix SWOT score This frame measure How do the following factors affect human resource management's ability to market Madura Batik UMKM products?

Table 1.  
Matrix SWOT Score

Category	Factor	Integrity	Rating	Score
<b>Strengths</b>	Increase quality and productivity Work employee	0.30	4	1.20
	Effective HR Empowerment For face market changes	0.25	4	1.00
	Implementation human resource management that improves efficiency production	0.25	3	0.75
	Commitment company to preservation culture through batik products	0.25	3	0.60
<i>Total Strengths</i>				3.55
<b>Weaknesses</b>	Limited number of qualified human resources	0.35	3	1.05
	Dependence high on skills individual certain	0.30	3	0.90
	Limitations access human resources training sustainable	0.20	2	0.40
	Limitations technology in the production process	0.15	2	0.30
<i>Total Weaknesses</i>				2.65

<b>Opportunities</b>	Improvement market demand for typical batik products	0.30	4	1.20
	Progress digital technology that supports marketing	0.30	3	0.90
	Partnership with other party to human resources development	0.20	3	0.60
	Improvement awareness to product friendly local environment	0.20	4	0.80
<i>Total Opportunities</i>				3.50
<b>Threats</b>	Competition from foreign batik products area	0.35	3	1.05
	Change preference fast consumer	0.25	2	0.75
	Lack of support policy from government	0.20	2	0.40
	Fluctuation economy that affects Power buy public	0.20	3	0.60
<i>Total Threats</i>				2.80



The following are the interpretation results for the matrix SWOT score that was used to drive improvements in human resource management: Power sale The Village Batik Center Pagendingan, District Galis, Pamekasan sells Madura Batik UMKM items. The products' high scores for Strengths (3.55) and Opportunities (3.50) indicate that strong market opportunities and effective HRM can serve as a solid platform for increasing Power Sell product. Weaknesses (2.65) indicate the existence of certain constraints that must be overcome, including the caliber of human resources and technological output. Threats (2.80) emphasizes external challenges, particularly those related to competition from outside batik products and shifting consumer tastes that may have an impact on Power sales.

The strongest points indicate that better quality and productivity among employees are positively impacted by efficient human resource management. The following are some key factors that help Power sell Madura Batik products: Enhanced worker productivity: using human resource management Good produces batik with increased efficiency and height, enabling it to meet larger market demands. A product of consistent quality: Good HR management practices improve HR competencies and skills, which in turn affects the quality of more consistent and high-quality goods. Human Resource Empowerment: This UMKM is better equipped to handle market changes and foresee emerging trends, especially when it comes to human resource management. This suggests that Madura Batik UMKM has a solid internal base to enhance its competitiveness in the market with its products.

Even though their score is lower than their strength, weaknesses nevertheless need to be addressed because they may prevent prospective power selling, among other things: Limited amount and quality of human resources can impede efforts to improve and sell more items, particularly when it comes to matter innovation and new product creation. Technology limitations: this UMKM Potential Relying still on traditional production methods can hinder production efficiency and make it harder to compete with batik from outside the region. to get over adversity In order to boost productivity efficiency, Madura Batik UMKM needs to invest more in technology and sustainable HR training.

There are many market potential that provide Madura Batik UMKM hope for continued growth, particularly: Demand for traditional batik products is rising both locally and globally, which presents a significant opportunity for MSMEs to grow their businesses. Advancements in digital technology: Digital marketing-friendly technology can help Madura Batik UMKM access a wider audience, particularly through social media and e-commerce platforms. In order to capitalize on this potential, UMKM must enhance its partnerships with other parties in order to bolster their human resources, as well as build a digitization plan for marketing.

Numerous serious external threats may have an impact. Power sells goods like these: Competition from overseas markets for batik products: Innovative and reasonably priced batik products from other markets may pose a threat to the Madura Batik UMKM market. Fast demand innovation in sustainable products is transforming fashion and style trends, hence altering consumer preferences. To counter this danger, Madura Batik UMKM needs to develop its product branding

and expand its capacity for product innovation in order to stay relevant with consumers' preferences. Consumer demand for the things created will always exist if innovation is continued.(Rahayu et al., 2021).

Examine The majority of Madura Batik UMKM actors, who are situated in several of the centers that were the subject of this study, were found to be ignorant of draft management HR. Lack of knowledge among Madura Batik's MSME players regarding the significance of management source Power man's own impact on Power sell products. Previous studies(Maria et al., 2024) demonstrate that two highly significant factors—internal factors (sources) Power, human, financial, management, and technology—as well as external factors (market, competition, and policy) government—influence MSME innovation in increasing Power its competitors. In contrast This demonstrates that the difficulty in comprehending HR management affects Power's ability to compete with products as well as sell them.In his research,(Ikaningtyas et al., 2024) finds that employee empowerment through training and development is a worthwhile endeavor to boost productivity, effectiveness, and company outcomes. Examine how employee training directly improves their technical and managerial skills, which positively affects the quality of batik that is produced. Investigate This supports Fishingtyas's findings, which indicate that low HR development and training negatively affects productivity and high-quality products.

According to studies(Miftahurrohman & Munifah, 2024), Increased employee turnover can have negative effects on an organization, such as the loss of many highly qualified and experienced workers, which can lower employee productivity and service quality. Ultimately, this can hinder the organization's ability to achieve its goals and lead to a decline in performance. Investigate According to research, this indicates that ineffective HRM leads to a high employee turnover rate and subpar working relationships. Workers who don't feel appreciated often search for different jobs, which throws stability off. MSME business ventures.

## **CONCLUSION**

Examine This demonstrates how effective human resources are a key implementation management source for raising employee productivity and quality, which in turn boosts the ability to sell Madura Batik UMKM goods. SMEs may boost quality output and productivity with effective human resource management, which includes employee empowerment, training, and performance review. Furthermore, that is, effective HR management makes MSMEs better equipped to handle the demands of a competitive market. To get the best results, though, weaknesses like reliance on personal talents and a lack of long-term creativity must be addressed. That being said, strategic HRM has become essential to boosting sales and preserving the sustainability of Madura Batik UMKM's operations.

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