

Human Resources Development in Increasing Sales Turnover of Synthetic Rattan Products

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ABSTRACT

This study was made with the aim of analyzing Human Resource Development in Increasing Sales Turnover of Synthetic Rattan Products by Dfanda Synthetic Rattan. The research method used is descriptive analysis using a qualitative research approach. The data collection technique carried out by the researcher was to conduct interviews and direct observations to the business owner. In addition, there are additional supporting data from reading books and other sources related to the research title. The analyzed using SWOT analysis to find out what are the strengths, weaknesses, opportunities, and threats of human resource development carried out by the company. The results of human resource development research to increase employee productivity Dfanda Rattan synthetic is the business partner model strategy because this strategy has several advantages, namely the existence of several strengths within the company that can be used to take advantage of several opportunities and face several threats to the company as shown by the Cartesian diagram that the company is in quadrant I, namely aggressive with the implementation of the Growth Oriented Strategy which is a very profitable situation for the company. The company has the power so that it can take advantage of the opportunities that exist.

Keywords: HR Development, Sales Turnover, SWOT Analysis.



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INTRODUCTION

Human resources are an important thing in any business activity because the quality of it really determines the performance of a company (Yatminiwati et al., 2021; Sulistyan, 2017). Management and development of human resources is an investment for the company because it costs money to support it, but in line with this, the benefits obtained by the company are also large because the employees and employees are professional and reliable in doing all the work in the company. Thus the management and development of human resources is a determinant of success in a company or business unit, especially in the era of globalization where competitors do not only come from within the country but also from abroad who participate in enlivening and competing to attract the interest of consumers (Sulistyan, 2018; Sulistyan et al., 2019).

The production process is usually associated with productivity, where when productivity increases it will be followed by an increase in the performance of the company (Paramita et al., 2021). So the process of developing and managing human resources is one of the keys to the success of the company in order to increase competition and profit for the company, then with the management and development carried out it can survive in the fierce competition in the business. This increasingly fierce competition makes business actors must have quality human resources in their companies so that they have a good production process (Sulistyan et al., 2022).

With the development of human resources, employees will be encouraged to learn and develop to improve the quality of human resources through education, training and coaching. Employee development is felt to be increasingly important because of the demands of work or position, as a result of technological advances and increasingly fierce competition among similar companies. Every company personnel are required to work effectively and efficiently so that the quality and quantity of their work will be better so that the company's competitiveness will be greater. Along with the times and technological advances, every business actor has to carry out business development with various kinds of competition in all fields, as well as micro, small and medium enterprises (MSMEs) (Yatminiwati et al., 2021).

This development is marked by the increasing number of business units operating in various sectors. Quality products made through a quality process will have a number of features that can increase consumer satisfaction with the use of these products. Since every consumer in general will maximize utility in consuming the product, it is clear that high quality products at a competitive price level will be chosen by consumers. This increases the sales of these products which also means increasing market share so that it will increase revenue (Vincent, 2003). With an increase in sales turnover, it means that the business being carried out has increased and will encourage the company's goals to earn profits to be achieved. Various ways are carried out by each company to increase its sales turnover, including by innovating products, promotions, with a mature plan on a regular basis, focusing more on potential targets, involving the internet world, making sales packages, and providing the best services for consumers. With the large number of consumers and the diversity of purchasing desires causing companies to be unable to enter all market segments, companies must be able to identify market segments that can be served most effectively, namely by conducting segmentation research.

According to Kotler (2008) marketing strategy must be built based on three main steps in targeted marketing, namely STP (Segmentation, Targeting, and Positioning). This process is part of the activities of creating and delivering value to consumers whose ultimate goal is customer satisfaction. Home industry-based businesses in Tempeh sub-district began to emerge, one of which is the woven home industry. This home industry produces various kinds of synthetic rattan woven. Home The synthetic rattan woven industry is located in the Krajan hamlet, Jatisari village, Tempeh district, Lumajang district (Yatminiwati et al., 2021). In general, every company has the same goal, namely to get the maximum profit. Likewise with the home industry of Dfanda Synthetic Rattan Jatisari woven rattan, but to achieve this goal the company must be able to compete with other companies. Therefore, it is necessary to conduct research on human resource development in increasing sales turnover of rattan rattan, the main problem faced by MSMEs including Dfanda rattan synthetic rattan Jatisari is the low quality of human resources in the development of MSMEs. If the quality of human resources in MSMEs is low, then business development carried out by a business will also be difficult because those who play an important role in carrying out all business activities are the human resources of the business itself. Human resource development is needed in a business because through this development employees are encouraged to learn and develop to improve their quality through education, training and coaching which in the end this will benefit the company. If the resources are good then every employee will work effectively and efficiently. Based on this background, the researcher will take the title Human Resource Development in Increasing Sales Turnover of Synthetic Rattan Products.

METHODS

This type of research is qualitative. This research was conducted with a case study approach. Case study research is a detailed study of a single background or subject or a place to store documents or a particular event (Ahmadi, 2014). Meanwhile, Herdiansyah (2009) says that a model that emphasizes the exploration of a limited system (bounded system) in one case or several cases in detail, accompanied by in-depth data mining involving various sources of information rich in context. This qualitative research is used to describe the development of human resources in increasing sales turnover of synthetic rattan products. The data collected and used in this study are primary and secondary data. The primary data in this study were obtained from observations and interviews with informants in the research object. The secondary data in this study were documents regarding Human Resource Development. With the SWOT method in the form of: strengths, weaknesses, opportunities, and threats. Data collection techniques used in this study are interviews, observation and documentation. Data analysis is an important factor in determining the quality of research results. The analytical technique used in this research is SWOT analysis, besides that the author also uses qualitative descriptive analysis methods.

RESULTS AND DISCUSSION

An Internal Environment analysis

Production and Operations

Production and operations in Dfanda Rattan are the activities of creating goods which include designing, manufacturing and finishing activities. Dfanda Rattan processes production from raw materials into finished goods that are ready to be sold. In relation to achieving the goals set by the company, Dfanda Rattan in carrying out its operational activities has implemented management functions which include planning, organizing, controlling and supervising. The production process carried out by Dfanda Rattan is very good and the marketing process is going well too. The Dfanda Rattan Operational Process starts at 08.00 WIB in the morning until 17.00 WIB, if there is overtime it is usually until 21.00 WIB. The activities carried out are making various kinds of furniture, household appliances, bags, etc. Based on the results of the interview with Mr. Wahyudi, an analysis from the production and operational aspects is obtained, which is to determine the objectives for the continuity of the company's operations, namely the procurement of tools and establishing a workshop to support the company's performance. In terms of decision making, it is carried out by holding deliberation between the leadership and employees. The inspirational step taken by Dfanda Synthetic Rattan to the production and operations division is to give bonuses to employees who show their achievements in the field of production and operations. To create a communication relationship with Dfanda Rattan Synthetic employees, they often hold simple gatherings with all employees participating. Dfanda Synthetic Rattan in carrying out supervision, namely through the leader of each group and also through the daily check list every time a shift change. If a deviation is found in production and operational activities, Dfanda Synthetic Rattan takes corrective action in the form of giving a verbal warning. In carrying out production and operational supervision activities, Dfanda Synthetic Rattan still has obstacles, namely the lack of field supervision to carry out 24-hour supervision.

Competitive products are not enough for Dfanda Synthetic Rattan, competitive products must be supported by business people who have the ability in marketing. This is because marketing is not only a product sales activity, but sales are part of marketing. The marketing contained in Dfanda Synthetic Rattan is in the form of offering and selling finished goods such as various furniture, household appliances, various kinds of bags, flower vases, etc. which are products of Dfanda Synthetic Rattan. Marketing for PT. Aneka Sejahtera Engineering is a social and managerial process in which individuals and groups meet their needs and wants by creating, offering and exchanging products of value with others. Dfanda Synthetic Rattan in identifying market demand is through

word of mouth and getting information from company connections. In terms of meeting market demand, Dfanda Synthetic Rattan has its own market so it always strives to do its best to meet the market demand. Dfanda Synthetic Rattan in marketing already has a place to display its products. The distribution of Dfanda Synthetic Rattan products during marketing activities was very smooth in accordance with the duties and responsibilities of each employee.

Finance

DalaOpening a business requires various resources, be it human resources, raw materials, or funds. The fund itself is the lifeblood of a business. Lack of funds in a company will make a business sluggish. Finance at Dfanda Rattan Synthetic is related to decisions on investment problems in the company, which is a decision on investment problems on business functions contained in Dfanda Rattan Synthetic which is related to the decision process of selecting alternative investment processes with the aim of benefiting the company, and financial decisions that found in Dfanda Synthetic rattan is in the hands of top management. Planning in finance is related to the procurement of raw materials and production equipment used to support the company's performance. The financial planning of Dfanda Synthetic Rattan is also prioritized on financing in the production and operations sector, according to Mr. Wahyudi this is the most important thing that the company must do, because if the financing in the production and operational divisions is not optimal, then production and operations cannot run well. The financial organization of the Synthetic Rattan Fund is done by forming a task transformation in an active group. Deliberations between the leadership and employees in a transparent and open manner are carried out by Dfanda Synthetic Rattan in order to create a conducive working environment. Dfanda Synthetic Rattan in relation to decision making is carried out by the leadership through deliberation, which then the results of the deliberation will be discussed again with employees. The supervision carried out by Dfanda Rattan Synthetic on financial activities is through decisions on investment issues that are in the decisions of top management, and these decisions are related to decisions in the process of selecting investment alternatives for the purpose of profits obtained by the company.

Human Resources

Leaders who are in a company, will not be able to carry out their duties and responsibilities as a leader if there is no help or cooperation with employees. Empowerment of human resources through human resource management is one of the keys to success in running a business in order to survive and develop. Human resources have a very important and dominant role in a management. Human resource management contained in Dfanda Rattan Synthetic is an activity to regulate and establish a staffing program which includes issues of making human resource strategies, human resource planning, recruitment and selection of human resources, training and development of human resources, compensation, performance evaluation, and employee productivity.

1. Designeraan (Planning)

Designer The purpose of human resource activities in the Synthetic Rattan Fund is the activity of estimating or describing the state of the workforce to suit the company's needs effectively and efficiently, so that the goals set by the company can be realized. In the planning of Dfanda Synthetic Rattan, certain goals have been set, namely developing or expanding to get partners or wider links.

2. Organization (Organizing)

Organization of human resources contained in Dfanda Rattan Synthetic is an activity to regulate employees by determining the division of labor, labor relations, delegation of authority, integration and coordination in the form of an organizational chart or structure. The coordination carried out by Dfanda Rattan Sitetis is to form a task transformation in an active group.

3. Control (Leading)

Dfanda Synthetic Rattan human resource control related to decision making is always carried out through deliberation between the leadership and then the results of the deliberation obtained will be discussed again with employees. Dfanda Synthetic Rattan in providing enthusiasm and inspiration to employees, namely by giving bonuses to employees who excel. Dfanda Rattan

Synthetic also creates communication with employees through simple gatherings that are attended by all employees of the company.

4. Supervision (Controlling)

Human resource supervision in Dfanda Rattan Synthetic is related to the form of supervision carried out by the company on the company's daily operational processes, namely through each group and through the daily check list every time a shift change is made. Dfanda Rattan Synthetic also conducts evaluations on newly joined employees every Saturday to ensure that employees have worked effectively and efficiently.

Human Resources

Based on the results of an interview with Mr. Wahyudi who is authorized as the Main Owner at Dfanda Rattan Synthetic, he explained that the company had made a plan for human resources before determining employee needs. Regarding determining the needs of employees for certain types of work, Dfanda Rattan Synthetic has never conducted an analysis of this, but the company uses an employee procurement system according to needs. In terms of determining the type of work that requires additional manpower, Dfanda Synthetic Rattan also does not conduct an analysis on this matter, also in making job descriptions for each position in the company, Dfanda Synthetic Rattan also never does this.

Recruitment and Selection of Human Resources

In conducting the selection process to select competent employees, according to Mr. Wahyudi, so far the company has carried out the selection process through interviews and field practice, while the recruitment process in selecting competent employees is carried out based on the knowledge and knowledge possessed by the prospective employee.

Training and Human Resource Development

The plan given by Dfanda Synthetic Rattan to improve the quality of human resources is to provide a job that is determined by the type of work and the time and then evaluate the employees every time or every week. This can make Dfanda Synthetic Rattan to be able to implement training. The training that is often given by Dfanda Synthetic Rattan to employees is related to the duties of each part of the company, namely in the form of involving employees who excel in training or courses such as the recent financial management, marketing management, and entrepreneurship training conducted by ITB. Widya Gama Lumajang in the Matching Fund program. Dfanda Synthetic Rattan develops human resources in the form of knowledge transformation. The transformation of knowledge by the company is carried out by the leader with technicians or employees with the status of senior employees to employees with junior status, in addition to the transformation of knowledge with the material of various guide books in relation to weaving. Regarding the success of human resources in Dfanda Rattan Synthetic, the company gives appreciation in the form of providing salary and position increases. This is done by the company to motivate employees to continuously improve the quality of their performance. Regarding the success of human resources in Dfanda Rattan Synthetic, the company gives appreciation in the form of providing salary and position increases. This is done by the company to motivate employees to continuously improve the quality of their performance. Regarding the success of human resources in Dfanda Rattan Synthetic, the company gives appreciation in the form of providing salary and position increases. This is done by the company to motivate employees to continuously improve the quality of their performance.

Compensation

Compensation Dfanda Synthetic Rattan is given to employees as a form of compensation for the company's work for the employees. Compensation is given in accordance with the provisions imposed by the government, even according to Mr. Wahyudi the compensation given to employees of Dfanda Synthetic Rattan exceeds the applicable provisions. In terms of compensation given to employees, Dfanda Synthetic Rattan has its own regulations yang is adjusted to the achievements shown by employees. In addition to the fixed compensation or fixed salary provided by Dfanda Synthetic Rattan to employees, the company also provides other forms of compensation to

employees in the form of bonuses if the employee successfully runs or implements a project which according to the company, the completion or implementation of the project exceeds the expectations set by the company.

Performance evaluation

Dfanda Synthetic Rattan Conduct an evaluation of the performance of all employees of the company without exception, the evaluation is more focused on employees who work for a period of less than one year. Evaluation activities on employee performance are as a means to motivate employees and as employee monitoring. In terms of promotion to employees, Synthetic Rattan Dfanda determines certain criteria for each position clearly based on employees who have competence and achievements. In relation to employees who fail to show their best performance, the transfer process carried out by Dfanda Rattan Synthetic applies a rolling system that is applied to intergroups in the company.

Product Employee Activity

Dfanda Synthetic Rattan employee productivity is associated with a productive mental attitude shown by employees regarding motivational, disciplined, creative, innovative, dynamic, professional and fighting spirit in order to advance the company. Tilevel of productivity achieved employee Dfanda Synthetic Rattan inuse it as an indicator of the achievement of efficiency and economic progress of the company. The productivity level of Dfanda Synthetic Rattan employees at the individual level is assessed based on the increased desire and dignity of employees for recognizing the potential of individuals in the company, and increasing work motivation and the desire shown by employees to further improve their performance.

An External Environment analysis

Newcomer safe

Down Mr. Wahyudi at the time of the interview, the potential entry of newcomers for Mr. Wahyudi is not a problem, because each company already has its own customers or markets. For Dfanda Synthetic Rattan, the entry of new entrants for the company so far has not had a negative impact on the company. Such conditions do not make Dfanda Synthetic Rattan take any anticipatory action to prevent the entry of the newcomers. The activities carried out by Dfanda Synthetic Rattan are carried out as per the daily routine.

Safe Replacement Products

Proa substitute for Dfanda Synthetic Rattan does not have any impact. Dfanda Synthetic Rattan in terms of overcoming the presence of substitute products, the company did not do anything and also did not take any anticipatory action.

Supplier Bargaining

To The bargaining power of suppliers for Dfanda Synthetic Rattan does not have any effect on the company's activities. The presence of a supplier for Dfanda Synthetic Rattan, according to Mr. Wahyudi, also does not have any impact on the company's operational activities. This makes Dfanda Synthetic Rattan not feel that suppliers exercise power over their products to the company

Bargaining Buyers

Buyer for Dfanda Synthetic Rattan, it is very influential on the business development carried out by Dfanda Synthetic Rattan. The impact of the bargaining power of buyers according to Mr. Wahyudi also does not have any impact, this is because each similar weaving company has set a basic price for the goods offered to buyers/consumers. In such a condition, for Dfanda Synthetic Rattan, the company does nothing to overcome the bargaining power of consumers, because according to Mr. Wahyudi the price is right and has been agreed upon by all similar companies, so that buyers/consumers do not have the power to make offers.

Competition from Industry Partners

The problem caused by similar industries for Dfanda Synthetic Rattan is that the competitive force is very strong, but in Lumajang Regency, Dfanda Synthetic Rattan has no such competitor. So that such conditions do not pose a threat to the operational continuity of Dfanda Synthetic Rattan.

SWOT analysis

SWOT analysis is a tool used by a company to identify or evaluate the company's internal and external factors. The company's internal factors consist of the company's strengths and weaknesses. Meanwhile, the company's external factors consist of company opportunities and threats.

Internal Environmental Analysis

1. Strength
 - a. The advantage of this business is that the products marketed or ordered tend to be in large quantities. So even though the profit per item is relatively small, it will still bring in a lot of income if the order is large. In addition, this business also has a skilled workforce source so that the products produced are always innovative and not outdated.
 - b. In the district of Tempeh and in the village of Jatisari in particular, only Dfanda Syntheti Rattan makes synthetic rattan woven.
 - c. Percompanies provide trainingprofessionals to employees to improve the quality of human resources.
 - d. Marketing strategies through social media are loved by many young people today.
 - e. Prioritizing product quality for the achievement of consumer loyalty.
 - f. Absence competitors selling the same product.
2. Weaknesses
 - a. The company does not analyze the needs of employees for certain types of work.
 - b. The company does not carry out job descriptions for each position.
 - c. Prioritizing product quality for the achievement of consumer loyalty.
 - d. The company has no desire to publicize its production and operational processes.
 - e. The current erratic rise in raw material prices which affects the rise and fall of sales.
 - f. Very simple financial management
 - g. Lack of local government support
 - h. The product is not widely known by the public

External Environmental Analysis

1. Opportunity
 - a. Set a strategy for cooperation with various parties.
 - b. Follow every exhibition events that exist.
 - c. Following the many consumer demands in the market.
 - d. Following technological advances to create maximum product variety.
2. Threats
 - a. Availability of raw materials and prices of raw materials that can rise at any time.
 - b. Better promotions from other companies.
 - c. Better service quality than other companies.
 - d. Better quality of competitors' products.

SWOT Matrix

The SWOT matrix is a tool used to measure the company's strategic factors. This matrix can clearly describe how external opportunities and threats are owned. This matrix can produce four possible alternative strategy cells which can be seen in the table below:

Table 1. SWOT Matrix

	THREAT	WEAKNESS
EFAS	<ol style="list-style-type: none"> 1. The advantage of this business is that the products marketed or ordered tend to be in large quantities. So even though the profit per item is relatively small, it will still bring in a lot of income if the order is large. In addition, this business also has a skilled workforce source so that the products produced are always innovative and not outdated. 2. In Tempeh sub-district and in Jatisari village in particular, only Dfanda Synthetic Rattan makes synthetic rattan woven. 3. Business capital issued in accordance with the profits obtained 4. Prioritizing the quality of raw materials 5. Prioritizing product quality for achievement consumer loyalty 6. PeDfanda Synthetic Rattan is located in a strategic location 7. Smarketing strategies through social media that are loved by young people today 8. Absence competitors selling the same product 	<ol style="list-style-type: none"> 1. The current increase in raw material prices which does not which affects the ups and downs of sales. 2. Lack of local government support 3. Very simple financial management 4. The product is not widely known by the public

Source: Data Processed 2022

Tabel 2. Strategy

OPPORTUNITY	SSO STRATEGY	SWO STRATEGY
<ol style="list-style-type: none"> 1. Strategy cooperation with various parties. 2. Follow every exhibition events that exist. 3. Following the many consumer demands in the market. 4. Following technological advances to create maximum product marketing. 5. Look at the level of purchasing power of the community. 	<ol style="list-style-type: none"> 1. Improve strategy marketing through social media by following technological advances. 2. Prioritizing product quality by looking at purchasing power and consumer demand. 3. 3. Maintaining company performance that can increase cooperation with various business actors. 	<ol style="list-style-type: none"> 1. Sethen follow various exhibition events both within the city and outside the city so as not to lose competitiveness with competitors who issue the same product. 2. Increase the variety of existing products by looking at the tastes or demands of consumers in the market.
THREAT	SST STRATEGY	SWT STRATEGY
<ol style="list-style-type: none"> 1. Pecompetitor companies that create a lot of products that are more varied. 	<ol style="list-style-type: none"> 1. Maintaining the price of synthetic rattan woven products that can be affordable so as not to lose competitiveness with 	<ol style="list-style-type: none"> 1. Creating more varied products by paying attention to the quality of raw material.

<ol style="list-style-type: none"> 2. Availability of raw materials and prices of raw materials that can rise anytime. 3. Pbetter promotions from other companies. 4. The quality of service from other companies is better. 5. Higher quality of competitor's products good. 	<p>companies that issue the same product.</p> <ol style="list-style-type: none"> 2. Prioritizing customer loyalty by creating good service. 3. Conducting experiments to obtain alternative quality raw materials when the price of raw materials rises. 	<ol style="list-style-type: none"> 2. Improve the quality of service to consumers from various circles
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Source: Data Processed 2022

Based on the above analysis shows that the company's performance can be determined by a combination of internal and external factors.

CONCLUSION

The conclusions of this research are: 1) Internal factors that support the development of human resources at Dfanda Rattan Synthetic are production and operations, marketing, finance, human resources, resource planning, recruitment and selection of human resources, training and human resource development, compensation, performance evaluation, and employee productivity. 2) External factors that support the development of human resources at Dfanda Synthetic Rattan are the threat of new entrants, the threat of substitute products, the bargaining power of suppliers, the bargaining power of buyers, and competition among industries.

From the results of research on human resource development to increase employee productivity Dfanda synthetic rattan is a business partner model strategy because this strategy has several advantages, namely the existence of several strengths within the company that can be used to take advantage of several opportunities and face several threats to the company. The methods used by Dfanda Synthetic Rattan are to reinforce and tighten company regulations which include working hours, employee responsibilities, work completion, and accuracy of work completion. Then Dfanda Synthetic Rattan also makes efforts in the form of giving bonuses or compensation for employees who excel or who work overtime, the bonuses given also depend on the accuracy and speed of the work on the project being carried out, By using SWOT analysis Dfanda Synthetic Rattan has many opportunities and strengths so that it can seize and take advantage of existing opportunities while minimizing weaknesses and overcoming various threats.

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