Optimizing The Performance Of Village-Owned Enterprises Through Human Resource Management

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Abstract: This research aims to analyze optimal strategies for improving the performance of Village-Owned Enterprises (BUMDes) through human resource management (HR). A qualitative approach was used by collecting data through interviews and documentation studies. The research results show that effective HR management can make a significant contribution to improving the performance of BUMDes. Factors such as selective recruitment, training and development, and good performance management are the keys to achieving optimization of BUMDes performance. The implication of this research is the importance of greater attention to HR management in the context of BUMDes development.

Keywords: Village-Owned Enterprises (BUMDes), Human Resources Management (HR), Recruitment, Training, Development, Performance Management.

INTRODUCTION

In the era of globalization and increasingly tight business competition, it is important for every business entity, including Village-Owned Enterprises (BUMDesa), to have quality and efficient human resources (HR). Human Resource Management (HR) is a strategic key in managing human potential as the main asset in achieving goals and improving organizational performance.

BUMDesa as a local economic entity has a central role in encouraging economic growth at the village level. The success of BUMDesa really depends on the ability of human resources to face various changes and challenges, both in terms of economics, technology and the environment. Therefore, improving BUMDesa performance cannot be separated from the implementation of good HR management.

HR management in the BUMDesa context covers a number of aspects, starting from recruitment, employee development, to empowering local communities. By understanding and managing human resources well, BUMDesa can achieve higher operational efficiency, innovation and competitiveness.

This paper aims to investigate the crucial role of HR management in efforts to improve the performance of BUMDesa. By analyzing key factors in HR management, it is hoped that appropriate solutions and strategies can be found to increase productivity, sustainability and have a positive impact on village communities. Apart from that, it will also be discussed how effective human resource management can make a significant contribution to economic development and prosperity at the local level.
With an in-depth understanding of the close relationship between HR management and BUMDesa performance, it is hoped that this article can provide new insights, inspiration and strategic direction for HR management at the village level.

LITERATURE REVIEW

BUMDes

BUMDes is an institution that operates in village businesses whose management is carried out by the community and village government whose formation is carried out based on the needs and potential of the village. In the Village Law, BUMDes is a business entity whose entire or majority capital is owned by the village through direct participation originating from village assets which are separated to manage assets, services and other businesses for the sake of prosperity for those who manage assets, services and other businesses to improve the welfare of village communities. The aim of establishing BUMDes is to increase Village Original Income to strengthen the village economy, where the formation of BUMDes is aimed at maximizing village community opportunities both in terms of the economy, natural resources and human resources. BUMDes as a social institution has the function of providing social services, while BUMDes as a commercial institution has the aim of making profits by offering local resources in the form of goods and services to the market.

Human Resource Management

In Anwar Prabu Mangkunegara's view, Human Resources Management (HRM) is an effort to plan, coordinate, classify, implement and supervise procurement, development, providing compensation, integrating and separating the workforce in an effort to realize organizational goals. [Septiana & et al., 2023]. HRM can be interpreted as the management and utilization of existing resources within individuals. This management and utilization is carried out with maximum development in the world of work in order to achieve organizational goals and individual employee development.

The objectives of HRM include: (Fatimah, 2021):

1) Determine the quality and quantity of workers who will fill each position in a company;
2) Providing a guarantee of the availability of current or future labor so that every job has someone to do it;
3) Avoid mismanagement and overlap in carrying out tasks;
4) Providing convenience in coordination, integration and synchronization thereby providing increased work productivity;
5) Avoid employee deficiencies and excesses;
6) Become a guide in determining the program

**RESEARCH METHODS**

This study used qualitative research methods. Qualitative methods produce research with a naturalistic nature or in a natural setting that places the researcher as a key element by using a combination of data collection (Afifuddin & Beni Ahmad, 2019). The descriptive qualitative method is used with the aim of describing the strategies used to manage human resources so that there is development of Village-Owned Enterprises (BUMDes).

**DISCUSSION**

Problems regarding human resources are internal problems. The problem that will arise is the mismatch of human resources with the sector being managed. So the impact that can result from this mismatch is that BUMDes management is not very competent. Therefore, it is necessary to carry out training to carry out performance improvements as well as comparative studies with other BUMDes where development has occurred. In carrying out the implementation of improving human resources, there are stages that can be taken to create quality human resources. The aim is so that training participants can be trained.

**CONCLUSION**

Human resource management strategies not only contribute to village economic growth but also to maintaining the environment which is the basis of people’s lives in rural areas. The strategy that can be used to manage human resources to create development of village-owned enterprises is to increase human resource competency through training. Increasing resources through knowledge, increasing human resources through innovation, increasing human resources through experience, and increasing human resources through education. Some of these strategies are carried out to develop Village-Owned Enterprises (BUMDes). Optimizing the role of human resources is also used to improve the quality of BUMDes in a more professional direction so that BUMDes can become productive, creative, innovative, adaptive, and accountable business institutions.
REFERENCE


