

A Concept of Human Resource Development in Copra Agroindustrial Management System

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ABSTRACT

This study analyzes the concept of human resource development in the copra agro-industry and aims to: 1) identify copra agro-industry stakeholders in response to copra farmer development concepts and 2) identify systems that can be applied to copra agro-industry in order to strengthen the copra farmer development concept optimally. This research was conducted with a qualitative approach. The research design was a case study using the Soft System Methodology (SSM) approach, in which copra farmers in Sigi Regency, Central Sulawesi Province were the unit of analysis. The research subjects were 10 members from two copra farmer groups and 5 stakeholders from related agencies who manage policies related to the copra agro-industry in Sigi Regency. This study confirms that the concept of human resource development in the copra agro-industry must be developed with a major focus on establishing and strengthening networking with various stakeholders so that farmer activities can increase the added value of their products. In addition, human resource development is also necessary to improve the welfare of farmers by improving the quality of production in the sustainable copra agro-industry sector.

Keywords: *human resource development, copra agro-industry, soft system methodology, farmers, and stakeholder*

1. INTRODUCTION

So far, there has been no research that specifically examines the development of human resources in copra agro-industry. Existing studies on copra agro-industry only focus on supply chain, institutional and network design [1,2]. This research will focus on the formulation of human resource development in copra agro-industry that focuses on exploring the concept of networking in the copra agro-industry in Sigi Regency with the soft system methodology (SSM) approach, which is a holistic approach in dealing with various management problems that arise from human activity systems [3,4,5]. This method is expected to analyze the appropriate design model to develop the capacity of copra farmers so that they can add value to their products. also, to improve the welfare and sustainability of the copra agro-industry in Sigi Regency, Central Sulawesi, Indonesia.

Copra is a name for coconut meat that has been dried so that it can be processed into coconut oil. Currently, copra is one of the coconut products which has an important role in improving the economy as a provider of employment and as a raw material for domestic and foreign industries. However, most of the activities of copra farmers today are not directly related to the processing industry, downstream industry, as well as the service industry, and finance, so it is not optimal in distributing added value which has an impact on farmers' income. Agroindustry consists of stakeholders who have an important role in supporting efforts to develop the Indonesian economy [6,7,8]. Yet, The copra agro-industrial management system is not optimal due to several factors including a lack of understanding and knowledge in copra product processing, low intensity of continuous education and training for farmers, and the absence of a forum to develop knowledge on copra

product processing [9,10,11,12]. Currently, the copra farmer management system is not well integrated. Stakeholders who are supposed to contribute to increasing production capacity are not well coordinated. Natural resources that are owned and utilized by farmers have not been able to provide optimal results to farmers because there is no managerial system support that allows them to develop their capacities both individually and in groups. This is an issue that must be resolved in the short term.

2. THEORETICAL REVIEW

Human empowerment can be one way to achieve the highest achievement [13]. The purpose of empowerment is to improve organizational capabilities, provide customer value, system components, and measure customer value [14]. One of the efforts to increase work productivity which has an impact on increasing farmers' income is by paying attention to the resources they have such as labor, income, education, land, and participation which are managed effectively and efficiently through integrated agro-industrial development. The development of an integrated agro-industry will have a positive impact on the agribusiness process and preserve nature and increase economic growth [15].

Sustainable human resource development is very important in agro-industry. Studies with various themes have been carried out in order to improve the quality of human resources in an agro-industry; among others, the impact of human resource management practices on operational performance [16], human resource management in the tourism and hospitality industry [17,18,19,20], achieving competitive advantage through human resource strategy [21], human resource management and competitive advantage: Application of a resource-based view in the shipping industry [22], human resource development in industries in transition: the case Russian banking sector [23], as well as professional human resource development in a growing economy: the case of the Tanzanian construction industry [24].

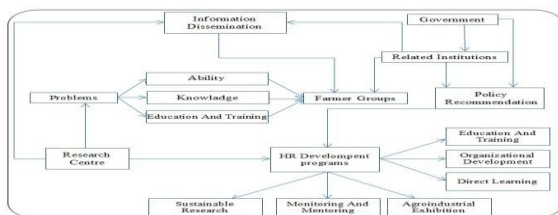


Fig 1. Conceptual Model of Human Resource Development

Agro-industrial development requires adequate supply chain institutional devices, so that it can facilitate agro-industrial business and create an ideal structure [25]. Considering the large potential of copra agro-industry in Central Sulawesi, it is necessary to further optimize the role of copra agro-industry stakeholders in an integrated manner from upstream to downstream and adjusted to agro-industrial problems [26,27]. Business competition is increasingly complex, requiring the business world to improve its performance in order to keep up with the times. One thing that must be understood is that the quality of human resources determines productivity [28]. On the one hand, agro-industrial development increases the demand for intermediate inputs. This is known as backward linkage. On the other hand, the agro-industry sector increases the supply of output for other sectors, such as trade and other industries, in addition to those used by the agro-industry itself. This is called forward linkage. These two aspects are known as the inter-industry linkage effect that leads backward and forward [29].

3. METHOD

The research subjects were 10 members from two copra farmer groups and 5 stakeholders from related agencies who manage policies related to the copra agro-industry in Sigi Regency. Information gathered through iobservation, n-depth interviews, and documentary. The data is analyzed descriptively.

4. RESULTS AND DISCUSSION

This study suggests some of the problems related to human resources in the copra agro-industry are as follows: 1) Lack of understanding and knowledge in copra product processing, including the latest technology and innovations. This is because currently farmers rely more on knowledge from generation to generation. 2) The level of productivity is not optimal due to the lack of mastery of technology and low-skilled farmers. 3) Lack of creativity and innovation in copra product processing. 4) Less intensif education and training for coconut farmers, especially copra, which causes a low production quality. 5) lack of knowledge on copra processing.

Mapping human resource development problems explains the relationship between the development of science and technology, education and skills and the involvement of other parties. Actions and support from stakeholders in developing human resources in agro-industry, especially farmers, traders and collectors. If these issues are not handled properly, it will become a serious problem in the future and delay all efforts to

improve the quality of agricultural products [30]. Human resource development in copra agro-industry can be done by implementing various programs effectively and on target by involving various parties to improve the quality of human resources.

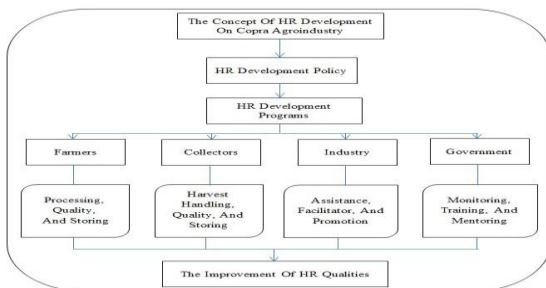


Fig. 2. Concept of HR Development on Copra Agro-industry

The process of coconut to become copra is one of the economic concepts to increase production to increase income. Therefore, stakeholders must understand how to allocate resources or production factors so that the objectives can be achieved. The quality of copra must meet certain quality requirements so that it can be accepted in the market. One of the efforts made is to improve the quality of human resources in the copra agro-industry towards mastery of science and technology.

Farmers must have an understanding of copra management technology to meet the best quality standards in order to be accepted in the market. Human resource development should be the main concern of various parties to improve the quality of copra farmers so that they can compete with various competitors.

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Partnerships with related parties can open up opportunities for implementing policies related to human resource development in an innovative and varied way through social and community approaches based on local wisdom. The government is expected to improve the quality of education in order to improve skills for the younger generation, especially in developing the copra agro-industry in Indonesia. One thing that must be considered is that the concept of human resource development in the copra agro-industry is not a temporal job, but a structured and systematic activity that is expected to develop and be better. A strategic concept needs to be formulated and implemented thoroughly, including evaluation and monitoring throughout its implementation. The concept of a suitable development strategy will help achieve the goals.

5. CONCLUSION

This study identifies stakeholders who have a strategic role in encouraging the development of quality human resources in the copra agro-industry. To ensure synergy and harmonization of partnership relations as actors in the copra agro-industry, it is necessary to study effective institutional concepts to develop. It is recommended that various policy programs related to the development of the quality of human resources be further improved by involving various parties. There are five target groups for human resource development that are directly related to agro-industry actors, namely farmers, collectors, industry, and the government. Investment in human resources is actually an intellectual property that has an important role for development in order to improve the welfare of society.

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