

Human Resource Optimization Strategy in Improving the Quality of Life of The Sendangdawung Village Community

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Abstract. *Kuliah Kerja Nyata (KKN) is a form of education by providing student learning experiences in the community outside the campus. Through service activities to Sendangdawung Village, there is synergy with the Village Government, Agencies and the Community in various ways. The purpose of this service is to help the Village in order to optimize Human Resources through all activities, both constructive and sustainable. Service is carried out by participating in existing activities or making activities necessary for optimization purposes. The results of the service provide an overview of what needs to be added to existing activities and what needs to be presented in order to improve the quality of life of the Sendangdawung Village Community.*

Keywords: *Human Resources, Empowerment, Community, Quality, Government.*

1. BACKGROUND

Human Resources is a very important factor for the development and development of a region. Human resources can be in the form of energy, intellect, thoughts and so on that can be used to complete a certain task or goal. Ermaya in 1996, defined the definition of human resources as an important main factor in every process of developing a country, company, or organization.

Human resources consist of two things, namely physical power and thinking power which will later determine human abilities. In an activity, humans are the main element, no matter even though many sophisticated equipment can work instantly, but the equipment will not be able to function if it is not managed by humans.

Developed and advanced Human Resources can contribute to the development of the Community for Village Government. Community Empowerment is a strategy in the concept of Community-centered Development as the subject of Development. Community empowerment through the contribution of KKN students is carried out in the form of a work program made according to the results of discussions with the village government and has been approved by the Field Supervisor. The stages start from planning, then implementation, monitoring and evaluation. To be able to empower the community, it can be done by utilizing the local potential of the village where the community lives.

Local potential is said by Pingkan Aditiawati, et al. (2016) to be the wealth of nature, culture, and human resources found in an area. The natural potential of an area depends on the geographical conditions, climate, and landscape of the area. Different natural conditions

produce diversity and make the local potential of each region a hallmark. So that community development can begin by looking at the peculiarities of the landscape, behavior and culture of the local community, so that it will have an impact on the welfare of the community by exploring the local potential of an existing area.

Law Number 6 of 2014 concerning Villages is said to be a legal community unit that has territorial boundaries that have the authority to regulate and manage government affairs, the interests of local communities based on community initiatives, rights of origin, and or traditional rights that are recognized and respected in the government system of the Republic of Indonesia. This means that the village government has the authority to regulate its own household, one of which is providing welfare for the village community.

Of course, there are problems that occur when planning community empowerment with many aspects. Problems that occur in community empowerment: exploring the local potential of villages where a) there is still a reluctance of the community to be empowered in improving socio-economic life; b) There is still no empowerment carried out by the village government. According to I Nyoman Bharata (1981:122) village communities, both as individuals and groups, must understand the importance and benefits of building themselves, by utilizing the potential that exists in themselves and their environment, so that they can improve the quality of life for a better. As a process of independence, it contains economic, socio-cultural and environmental aspects so that it covers all aspects of people's life and livelihood. The division of divisions that focus on the main tasks and functions of each is one of the plans that are built. The divisions with their respective programs run in accordance with the goals of Human Resource Optimization with various aspects to improve the quality of life of the Sendangdawung Village Community.

2. METHOD

In the implementation of optimizing Human Resources to improve the quality of life of the Sendangdawung Village Community, Sendangdawung Village KKN Students are divided into three divisions, namely the Social and Environmental Health Division or Kesehatan Sosial dan Lingkungan (Kesosling), the Education and Religious Division or Pendidikan dan Keagamaan (Pendag), and the Documentation and Information Division or Komunikasi dan Informasi (Kominfo). The Daily Executive Agency or Badan Pengurus Harian (BPH) consisting of the Chairman, Secretary and Treasurer participated in the review aspect and also the main director.

Responding to problems when planning empowerment for human resource optimization, research is first carried out on village government, communities and all existing aspects. Furthermore, hold regular discussions with the parties concerned about the work program that will be carried out by KKN Students. The implementation stage of the work program that has been approved by various parties will be carried out by each relevant division so that the goals and implementation of student service to the community are well achieved.

3. RESULT

From various researches carried out either through discussion methods with village officials or direct interviews with the community.



Picture 1 and 2. Documentation



Picture 3. Documentation

Source : documentation of the MIT KKN KKN Division Post 127 Sendangdawung Village

The problems obtained are in the form of: a) there is still a reluctance of the people of Sendangdawung Village to be empowered in improving socio-economic life. The KKN team found that there was a need for KBM assistance in schools, holding activities that focused on

providing new knowledge to the community as well; b) There is still no empowerment carried out by the village government. There needs to be a synergy between the village government to try to empower and how the community wants to be empowered. The KKN team found this to be an important problem because there are many inactive organizations such as PKK, Youth Organization, etc., which are actually an important factor to be able to help the village government.

The KKN team rearranged and updated the work programs so that the results obtained were in accordance with the goal of optimizing human resources and could improve the quality of life of the Sendangdawung Village Community, as an effort to provide strength or power for the community so that they got out of the problems they faced. With community empowerment, change is possible by relying on the ability, initiative and participation of the village community itself.

According to Toto Wardikanto, et al. (2013:61) empowerment is a series of activities to strengthen or optimize the empowerment (in the sense) of the ability and/or competitive advantage of weak groups in society, including individuals who experience poverty. The optimization strategy includes dividing the KKN team into three divisions that will focus on Education, Social and Community, and the management of everything related to data, technology and information. The elements targeted for the optimization of Human Resources are Village Apparatus, Students and the general public through the division of the KKN Team to focus on schools, social environment and village branding.

Daily Management Board or Badan Pengurus Harian (BPH)

As a reviewer of the work program and take care of the group's major programs. The work programs in Human Resource Empowerment that are the focus of BPH are:

- 1) MSME Seminar
- 2) Tirakat Sendangdawung Village

Divisi Pendidikan dan Keagamaan (Pendag)

The Education and Religious Division has the duty and responsibility to assist the education and religious sector in Sendang Dawung Village. The activities held were in the form of mentoring teaching and learning activities and holding competitions. Then there was a socialization in collaboration with the Social Affairs Division on Mental Health Education and Tolerance.

Targeting Education as a basic milestone in order to be able to educate the nation's life through the Pendag division, then according to the socio-culture of the community that is thick

with religious activities is how the KKN Team can empower Human Resources. The activities held are in the form of:

1) Character Education

Collaborating with the Kesosling Division, the Pendag Division held a socialization with the theme of Tolerance. This socialization was held at the elementary school level. School-age children are children in the age range of 6 – 12 years. The development of psychosocial skills of school-age children is the ability to produce works, interact and excel in learning based on one's own abilities (Keliat et al., 2011). The age of elementary school is called the intellectual period or the period of school harmony in achieving industrial development where this stage is also a stage where the expected growth and development task is to be able to complete something productively gradually, but if the stage is not reached then there will be inferiority (low self-esteem) (Potter & Perry, 2013).

During this phase, children also have a high sense of competitiveness so that children will feel failure and victory. If the above growth and development tasks cannot be achieved optimally, the child will be more likely to become more aggressive, inferior and feel a failure so that it will become a mental health problem. In addition, obstacles or failures in achieving this ability cause children to feel inferior so that in adulthood children can experience obstacles in socializing (Keliat et al., 2011).

In addition, as a result of growth and development that is not achieved properly, children tend to be shy, unconfident and do not have positive coping strategies, so that children tend to be victims of bullying by their peers (Wolke et al., 2015). Of course, being a victim of bullying will make the child depressed to the point of becoming a risk of mental disorders (Zhang et al., 2019). The psychosocial development of school-age children can be optimally achieved if stimulation is continued in simple ways such as education about tolerance.

2) Tazkiyatun Nafs

By holding educational activities on toothbrushing and hand washing at the PAUD level.

3) Tazkiyatun A'lam

Holding cleaning activities in schools

4) Creative Class

5) KKN Mengajar

The output of the activities and work programs held by the Pendag Division is mainly to help educational and religious activities in Sendang Dawung Village. More broadly, it also socializes and introduces UIN Walisongo Semarang to the public through the activities held.

Divisi Kesehatan Sosial dan Lingkungan (Kesosling)

Division of Social and Environmental Health (Kesosling) in charge of community development and environmental conservation. The main goal of the program is to increase community awareness and skills which are designed to have a positive impact on the community through social service activities while maintaining and improving the quality of the residential environment.

From the results of the research and the problems obtained, the Kesosling Divison, which focuses on social life, continues to strive to activate various elements both from top to bottom. The activities held are in the form of:

1) Sowan-sowan

Aiming to establish friendship is also the first step in determining the direction of the future work program. The implementation is by visiting village officials, important figures related to mass organizations and institutions in Sendangdawung Village. Communication does not only occur once, but periodically. Through the sowans, the KKN Team can activate the organization, etc.

2) Healthy Social Control

Assisting Health Institutions in Sendangdawung Village in supporting Public Health control. The implementation is carried out by assisting Posyandu activities which are carried out periodically per month.

1) Aksi Peduli Lingkungan (ADUL)

Holding community service work in accordance with the agreement of each kadus for their respective hamlets in turn every Sunday. The implementation is in the form of community service work every Sunday and at each mosque every Friday.

2) Social Education for Mental Health

Holding socialization about the importance of mental health at the elementary school level. The concept of mahabbah is related to mental health which discusses psychology, namely how to keep ourselves to always develop social intelligence to be close to Allah. By building social intelligence (Hablum Minallah, Hablum Minannas, Hablum Minnal Alam).

The definition of intelligence in the Great Dictionary of the Indonesian Language is the perfection of the development of the intellect. So when we talk about intelligence, it has to do with human reason. Reason is the most valuable gift that Allah gives only to humans, because it is with the mind that distinguishes humans from other creatures.

Social intelligence is a psychological science that studies good relationships with humans. The concept of social intelligence in general provides an explanation of how human

individuals can manage their emotions in order to be able to act or interact positively with fellow individuals or groups of people.

3) Minggu Sehat

Holding gymnastics every morning together with the people of Sendangdawung Village. Starting with joint gymnastics, then the distribution of door prizes.

4) Go Green

Planting trees on land in need. Seeds are obtained from submission to the Environment or Dinas Lingkungan Hidup (DLH)

5) Bakti Sosial

Holding Free Medical Treatment for the people of Sendangdawung Village.

Divisi Komunikasi dan Informasi (Kominfo)

The Communication and Information Division is tasked with managing the group's social media accounts, designing poster/flower designs, promoting all work program activities from each division in the form of photos and videos, as well as online news. In focusing on optimizing human resources, Kominfo is responsible for providing information on activities from the KKN Team and also improving village branding through social media and so on. This includes efforts so that what has been worked on by the KKN team can continue to run after the program is implemented, how the future prospects of Sendangdawung Village can continue to move actively widely. Flyer-flyer

The creation of Flyer as a medium for notifying activities so that the media of dissemination can reach the community. The activities carried out are:

1) Poster Edukasi

The posters made contain education for the elementary school level and are pasted at elementary schools in Sendangdawung Village. The posters that are made adjust to the latest information that must be received by students.

2) Publikasi Berita

3) Publikasi Video

The creation of videos containing activities and information about the Village is also a branding media for Sendangdawung Village. In addition to the writing media through news publications, there is also online media through uploading films about Sendangdawung Village with all its local potential.

4. DISCUSS

The strategy for developing Human Resources in Sendangdawung Village by dividing the KKN Team into three Divisions that already have their own focus, each aims to achieve optimization evenly in all levels of human resources. According to Widjaja (2011) explained that the essence of empowerment is an effort to awaken all existing village capabilities to achieve goals. The achievement of goals is carried out through the growth of motivation, initiative and creativity to advance the economy and bring prosperity to the village.

Maximizing the work program starting from the dissemination of information, the accuracy of the program's objectives, and the arrangement of events can overcome the problem in the form of the reluctance of the people of Sendangdawung Village to be empowered in improving socio-economic life

Participating in existing activities, both accompanying and adding, inviting all elements of the community to move actively, and collaborating with the village government and its devices through periodic discussions so that there is synergy between the community and the government that has been carried out by the KKN Team can overcome the problem in the form of still not running empowerment carried out by the village government.

The difficulty faced is that it is still not evenly distributed for some of the work programs carried out, therefore the progress of the times must certainly be included in the development prospects. Anticipation through developing technology such as the spread of social media on various platforms is certainly carried out by the Communication and Informatics Division, including the introduction film of Sendangdawung Village which is in the task of KKN. Local potential that has been explored for human resource empowerment by the KKN Team must be introduced to higher strata. There are still those who do not know that Sendangdawung village holds a lot of natural beauty as well as resources with great potential.

5. CONCLUSION

Human Resources is a very important factor for the development and development of a region, so it is necessary to realize that the empowerment of Human Resources in order to provide positive value for the welfare of a region is very necessary. The strategy carried out in Human Resource Empowerment must also be appropriate so that an optimization can be achieved.

Recognizing Human Resources as an important factor related to the community, but also with the right strategy, the MIT KKN Team of Post 127 Sendangdawung Village developed a

strategy by dividing the Team into three divisions with each focus on each aspect and each element in Sendangdawung Village.

Optimizing Human Resources as the main manager in providing positive value for an area is in the right way to improve the quality of life of the community, including to Sendangdawung Village. This is also to achieve the goal of the Real Work Lecture (KKN) which is a form of education by providing student learning experiences in the community outside the campus, and how to serve the community by applying the sciences that have been learned.

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