
**The Influence of Human Resource Development and Organizational Culture
on Community Empowerment in Kampung Purun, Kelurahan Palm,
Banjarbaru City**

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Abstract

The research objectives are (1) to analyze and prove the effect of human resource development on community empowerment. (2) To analyze and prove the influence of organizational culture on community empowerment. (3) To analyze and prove the simultaneous influence of the development of human resources and organizational culture on community empowerment.

Respondents in this study were purun craftsmen in Purun Village, Banjarbaru City. The number of samples in this study were 44 people taken from all populations of purun craftsmen. Data were collected using a questionnaire, hypothesis testing using the t test and F test, then the data were analyzed using multiple linear regression analysis.

The results of this study indicate that partially and simultaneously the variables of human resource development and organizational culture have a positive and significant effect on community empowerment in Kampung Purun, Kelurahan Palm, Banjarbaru City.

Keywords: Development of human resources, organizational culture, community empowerment

1. Introduction

Globalization is a reality that requires separate handling. Globalization affects all aspects of the life of the citizens of a nation. The existence of this globalization era is a challenge that must be faced by improving the quality of human resources. The government has an obligation to develop Indonesia's human resources in order to increase the usability and competitiveness of the Indonesian people.

According to Permana, et al (2019) Organization is a system that influences one another, if one of the sub-systems is damaged it will affect the other sub-systems. One of the elements contained in the system that determines whether or not an organization is healthy lies in the human resources it has. The absolute need for an organization is the continued development of its human resources.

Given the important role of human resource development in organizations (social institutions) so that they can survive in a climate of free competition, human resource development is no longer only the responsibility of the community, but is the responsibility of the government.

In simple terms, human resources in institutions can be selected into three levels, the first level represents top management, the second level represents middle management, and the third level represents workers or community members. In an organization these three levels have different functions and responsibilities.

Citizens as human resources representing the third level are a system component that functions to carry out policies decided by the level above. Improving the quality of human resources in the organization will certainly cover all of these levels. In developing human resources, there are important things that also need attention, namely whether quality human resources will immediately increase the welfare of organizational members. Because improving the quality of human resources is an effort to improve people's welfare.

According to BA Setiono, (2017) human resources can be seen from the physical quality aspects regarding human resources developed through programs and non-physical quality aspects regarding the quality of human resources and abilities both intelligence and mentality of the human resources themselves. Citizens as potential human resources in the economic field and so on play an important role in an organization or institution in advancing productive and creative economic movements. However sophisticated the facilities and infrastructure of the organization (the da'wah movement) are, without the support of adequate human resource development capabilities, the organization or society will not progress and develop.

The purun village in Palm Village, Banjarbaru City, is a creative economy cottage industry in the community. Industry is a business or activity of processing raw materials or semi-finished goods into finished goods that have added value for profit. Assembling or assembling business as well as repairs are part of the industry. Industrial output is not only in the form of goods, but also in the form of services. One of the developments in the creative economy industry is the development of handicrafts that turn natural resources around into purun woven crafts. Purun woven products are now getting more creative both in type and design. Business actors continue to create new innovations, including small and medium enterprises (SMEs) in the regions. As is the case with purun woven craftsmen in the city of Banjarbaru, namely in the purun village, plam village, Cempaka sub-district. The purun woven products typical of the purun village are no less creative than the purun woven products of other actors. In the past, purun woven was made into household products such as baskets, mats, and even in the form of hats. Now it is more innovative with attractive designs. Call it woven bags, cosmetic cases, and the most unique is the wallpaper.

Craftsmen also accept orders for products with designs according to the wishes of consumers. The price also adjusts the level of difficulty and depends on negotiations with the craftsmen. The purun woven handicraft industry, typical of the purun village, helps the economy of the local community. In making this handicraft is not bound by a contract or work agreement, so this work can be done at any time and can be done at home. Before the existence of this purun woven handicraft, the local community had difficulties in terms of the economy, such as difficulties in sending their children to school because the majority of local people's jobs were casual laborers. The initiative for this purun woven handicraft has made the local community able to increase their outside income. The craftsmen get wages based on the size and difficulty of the craft and

the level of difficulty of the products and designs produced. Each worker on average is able to produce 30 items a day, so their income per month is millions of rupiah, even more if orders increase. However, the income of these craftsmen is not stable because raw materials for these crafts are sometimes difficult to obtain, this is due to raw materials that grow wild on land that does not belong to them, so it is not impossible that the availability of raw materials will be depleted.

The Purun Craft Business in Kampung Purun is also in demand by the international market, namely Australia, Turkey, Iraq and Italy. The abundance of purun plant supplies in Indonesia can actually be used as a promising new business opportunity.

Various community empowerment efforts carried out by the government have not yet achieved optimal goals and results. Because community empowerment programs in the form of providing skills do not involve direct community participation, especially in the decision-making process in planning skills programs, so that the existing potential has not been maximized properly.

The potential for purun plants in the purun village area, Cempaka District, Banjarbaru City is used by the community to become processed products that promise large profits, have high economic value. With the creativity and skills possessed by the people of Purun Village, Cempaka District, Banjarbaru City, these purun plants can be used as purun woven handicrafts, so development must be understood holistically and as an approach to sustainable community resource development based on active community participation with the aim of encouraging growth. competitive economy, planning and solving problems in the purun woven creative industry must be completed in a comprehensive and integrated manner by involving various sectors.

Based on the background, the problems in this study: 1) Does human resource development have a significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City? 2) Does organizational culture have a significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City? 3) Does the development of human resources and organizational culture simultaneously have a significant effect on community empowerment in Kampung Purun, Kelurahan Palm, Banjarbaru City?

2. Literature Review

2.1 Community empowerment

Empowerment according to language comes from the word power which means energy/strength, process, method, act of empowering. Empowerment is an effort that builds community power by encouraging, motivating and raising awareness of the potential they have and trying to develop it.

Empowerment is directed at improving the community's economy in a productive manner so as to be able to produce high added value and greater income. Efforts to increase capacity to produce added value must at least improve access to four things, namely access to resources, access to technology, access to markets and access to demand. The community economy is all economic activities and community efforts to fulfill their basic needs, namely clothing, food,

shelter, health and education. Thus it can be understood that community empowerment is a process of business activities to further empower the "community" through change and human development itself, in the form of ability, trust, authority, and responsibility and the framework of implementing organizational activities to improve performance as expected (Sedarmayanti, 2011).

In an effort to increase the standard of living of the community, a pattern of empowerment that is right on target is needed, the right form is to provide opportunities for the poor to plan and implement the development programs they have determined. Besides that, the community is also given the power to manage their own funds, both from the government and the amil zakat, this is what distinguishes community participation from community empowerment. It is necessary to think about who actually becomes the target of community empowerment, actually also has the power to develop, with this good governance which has been hailed as an approach that is seen as the most relevant, both in the governance structure in general and in carrying out the development function. Good governance is good governance which is a condition that establishes a process of welfare, equality and balance of roles, as well as mutual control by the government, people and private entrepreneurs. This condition sets out three pillars that must be needed in the process of community empowerment. The three pillars are the government, the private sector and the community which should establish harmonious partnerships. The goal to be achieved from empowerment is to form individuals and communities to become independent, this independence includes independence in thinking, acting and controlling what they do. Community empowerment should lead to the formation of a better community cognitive, to achieve community independence requires a process.

Efforts to empower the community's economy can be carried out, including first preparing people's personalities to become entrepreneurs. Because the first tip of Islam in overcoming the problem of poverty is to work. By providing training provisions, it will be a very important provision when entering the world of work. The second form of empowerment is education. Ignorance is the root of poverty, therefore to eradicate poverty in the long run is from the education sector, because poverty is mostly hereditary, where parents are poor so they cannot afford to send their children to school, and this will add to the list of poverty figures in the future. day.

2.2 Human Resource Development

Understanding human resource development, BA Setiono (2022) Human resource development, is an activity that must be carried out by organizations, so that their knowledge, abilities and skills are in accordance with the demands of the work they do. Furthermore, Muhadjir describes human resource development as improving human quality in the physical and mental sense. Development is also interpreted as an effort to improve the technical, theoretical, conceptual and moral abilities of employees in accordance with the needs of the job/position through education and training. Training is used to close the gap between employee skills and abilities and job requirements and to improve employee efficiency and effectiveness in achieving predetermined work goals. Development is carried out to prepare employees who will hold job responsibilities in the future. development is usually given to employees through selective channels to be

prepared to fill vacant position formations, either due to retirement or transfer, or also to prepare employees who will be promoted to occupy positions/positions that have been prepared based on the career system that applies in the respective organization or company -respectively.

Indicators of human resource development according to Afandi (2018: 10): 1) Work assignments, namely details of activities that must be carried out by employees. 2) Quality of work, namely work results that are standardized and in accordance with what is desired. 3) Quantity, namely the number of results from the production of employee work. 4) Timeliness, namely the results of employee work production. 5) Cost effectiveness, namely using appropriate and efficient costs.

2.3 Organizational Culture

Comprehensively organizational culture is defined as a pattern and basic assumptions-found, or developed by a particular group to learn to overcome the group's problems of external adaptation and internal integration-that have worked well, relevant enough to be considered as something that right to perceive, think and feel in relation to these problems (Schein, 2012). The definition above is too complex so according to Robbins (2016) organizational culture is a system of shared meaning held by members that distinguishes the organization from other organizations. Organizational culture in essence, has good value for the progress of an organization. Organizational culture covers broader and deeper aspects and actually becomes a basis for creating an ideal organizational climate. The issue of organizational culture has recently become a very interesting review, especially in uncertain working conditions. Culture is the totality of human thoughts, works and results, which are not rooted in their instincts, and therefore humans can only be initiated after going through a learning process. Sutrisno (2014: 2), defines organizational culture as a system of values, beliefs, assumptions, or norms that have long been in force, agreed upon and followed by members of an organization. organization as a guideline of behavior and solving organizational problems. Based on an analysis of several definitions of organizational culture, Akmal (2020) concluded that organizational culture is a shared and binding philosophy, ideology, values, assumptions, beliefs, expectations, attitudes and norms that form how people in organizations behave and do things that can be done and what distinguishes the organization from other organizations. Organizational culture will increase work motivation by giving them a feeling of belonging, loyalty, trust, values and encouraging them to think positively about themselves and the organization. Thus, the organization maximizes potential and wins the competition. Organizational culture will also eventually function as a motivator for workers in carrying out their work.

BA Setiono, (2017) indicators of organizational culture can be measured: (1) Norms, are unwritten rules, which are accepted by group members. Norms tell what should and should not be done under certain circumstances or situations. Norms are motivating, committed, and developing high-performing employees. (2) Dominant values, are the main values in the organization that are accepted by members of the organization. Organizations expect employees to share core values which are a description of a personality that exists in an organization. If values are considered important, then values will guide employees to behave consistently in various situations. Value is also an effective will of awareness or a desire that guides the

behavior of how an employee is able to have high efficiency and high quality. (3) Rules, are written regulations, procedures, policies that have been agreed upon and must be obeyed and implemented by all employees in an organization. Have standards, how employees interact. All in order to have good performance and good results for the organization. (4) Organizational Climate, which is a delivery of openness or feelings of an employee in a working environment, which is useful for evaluating all problems that exist in the work environment so that organizational goals are achieved.

2.4 Conceptual Framework and Research Hypothesis

The framework of thought is applied as a basis for developing various concepts and theories of human resource development, organizational culture and community empowerment used in this study, as well as their relationship to the problems that have been formulated, the basic framework of thinking used in this research is described as follows:

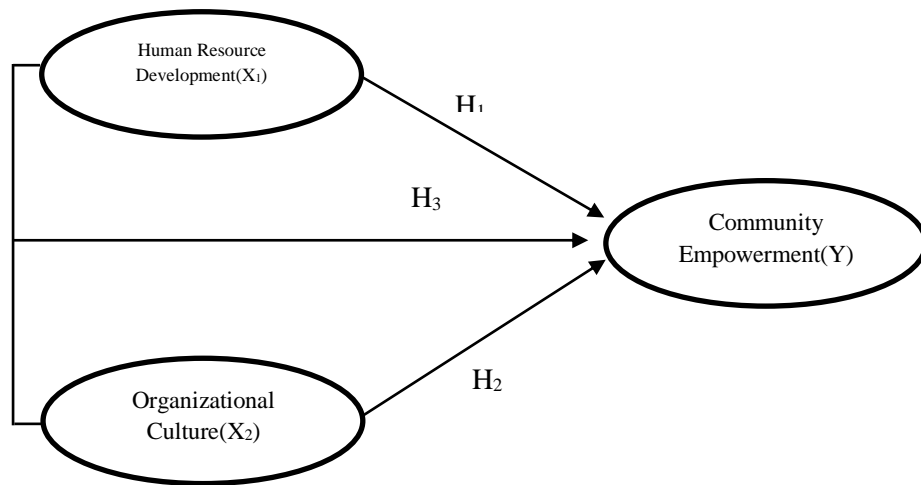


Figure 1 Conceptual Framework

Research Hypothesis

- H₁: Human resource development has a significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City.
- H₂: Organizational culture has a significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City.
- H₃: Human resources and organizational culture simultaneously have a significant influence on empowering the people of Kampung Purun, Kelurahan Palm, Banjarbaru City.

3. Research methods

Regarding the object to be written, the research was focused on Banjarbaru City, especially Kampung Purun with the consideration that the object was very interesting and had the potential to be developed. The unit of analysis under study is the empowerment and development of community resources in the purun village community in developing the purun craft home industry. This type of research is causal research which analyzes the influence of human resource variables and organizational culture on the strategy of developing community resources

in Purun Village. The approach used in this research is a quantitative approach based on statistical and empirical data. The source of data in this study is primary data, namely data obtained or collected by the researcher directly from the data source or the respondents using a questionnaire prepared based on the variables studied.

The population in this study were all craftsmen in Kampung Purun Kelurahan Palm, Banjarbaru City, namely 44 craftsmen. The sampling technique in this study used a saturated sampling technique, in which all members of the population, totaling 44 craftsmen, were used as samples. Data collection techniques by way of observation, interviews, questionnaires and documentation.

Data collection techniques by way of observation, interviews, questionnaires and documentation. The scale used in data measurement is the Likert scale, according to (Sugiyono, 2013) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. The Likert scale is used because this scale is the most widely used attitude measurement technique in marketing research. This scale allows respondents to express the intensity of their feelings, with a Likert scale, the variables to be measured are translated into variable indicators, then these indicators are used as a starting point for compiling instrument items which can be in the form of questions and statements. The answers from instruments that use a Likert scale have a gradation from very positive to very negative, which can be in the form of words including:

- *Strongly agree* - Sangat setuju (SS) with score 5
- *Agree* - Setuju (S) with score 4
- *Uncertain* - Ragu-ragu (RR) with score 3
- *Disagree* – Tidak Setuju (TS) with score 2
- *TotallyDisagree*- Sangat tidak Setuju (STS) with score 1

Testing the instrument in this study was carried out by testing the validity and reliability tests. The classic assumption test used in this study is the normality test, multicollinearity test, and heteroscedasticity test. After the Classical Assumption Test was carried out, an analysis was carried out to determine the effect of the independent variables on the dependent variable. The hypothesis in this study was tested using a partial test (t-test) to determine the relationship between variables. From the analysis of the data will also be tested variables that have a stronger influence on community empowerment among the two independent variables studied.

4. Research result

4.1 Validity test

Table 1 Research Variable Validity Test

Human Resource Development (X ₁)		
Question	R Count	Information
1	0.452	Valid
2	0.337	Valid
3	0.462	Valid
4	0.462	Valid
5	0.295	Valid
6	0.340	Valid
7	0.368	Valid
8	0.464	Valid
9	0.365	Valid
10	0.401	Valid
11	0.317	Valid
12	0.325	Valid
13	0.337	Valid
14	0.338	Valid
15	0.372	Valid
16	0.358	Valid
17	0.308	Valid
18	0.464	Valid
19	0.306	Valid
20	0.297	Valid
Organizational culture (X ₂)		
1	0.534	Valid
2	0.396	Valid
3	0.345	Valid
4	0.482	Valid
5	0.550	Valid
6	0.344	Valid
7	0.501	Valid
8	0.427	Valid
9	0.389	Valid
10	0.526	Valid
Community empowerment (Y)		
1	0.354	Valid
2	0.516	Valid
3	0.447	Valid
4	0.367	Valid
5	0.395	Valid

Human Resource Development (X ₁)		
Question	R Count	Information
6	0.432	Valid
7	0.608	Valid
8	0.349	Valid

Provisions If the r-count value > r-table = Valid, the R-table value with N = 44 at a significant 5% in the distribution of statistical R-table values, then an r-table value of 0.291 is obtained. Based on Table 1, the validity test on the variable items of human resource development, organizational culture and community empowerment stated that all question items were valid, so that the reliability test could be continued.

4.2 Reliability Test

Table 2 Research Variable Reliability Test

Variable	Cronbach Alpha	Information
Human Resource Development (X ₁)	0,942	Reliable
Organizational culture(X ₂)	0,964	Reliable
Community empowerment(Y)	0,921	Reliable

Based on Table 2, the Cronbach's Alpha value of the human resource development variable is 0.942 > 0.60, the organizational culture variable is 0.964 > 0.60 and the community empowerment variable is 0.921 > 0.60, meaning that all variables used in this study are reliable.

4.3 Multiple Linear Regression Analysis

Table 4 Results of multiple linear regression analysis

Coefficients^a

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	32.000	4.774		6.704	.000
	Human Resource Development (X ₁)	.106	.047	.325	2.258	.029
	Organizational culture (X ₂)	.238	.092	.374	2.596	.013

a. Dependent Variable: Y

Based on table 4, the regression equation is: $Y = 32,000 + 0.106X_1 + 0.238X_2$ means:

1. Constant a A constant value of 32,000 states that if there is no human resource development (X_1) and organizational culture (X_2), then community empowerment (Y) is 32,000.
2. The regression coefficient of the human resource development variable (X_1) has a coefficient value of 0.106. This coefficient is positive, meaning that when human resource development increases, community empowerment will also increase. Likewise, when the development of human resources decreases, community empowerment will also decrease. An increase in human resource development by one unit will increase community empowerment by 0.106.
3. The regression coefficient on the use of organizational culture (X_2) has a coefficient value of 0.238. This coefficient is positive, meaning that when organizational culture increases, community empowerment will also increase. Likewise, when organizational culture declines, community empowerment will decrease. An increase in organizational culture by one unit will increase community empowerment by 0.238.

4.4 t test

Table 5 t test results

Coefficients^a

Model		t	Sig
1	(Constant)	6.704	.000
	Human Resource Development (X_1)	2.258	.029
	Organizational culture (X_2)	2.596	.013

a. Dependent Variable: Y

Based on Table 5, the t-test results for the t-count value for the human resource development variable (X_1) are 2.258 greater than the t-table 2.015 with a significance of 0.029 less than alpha 0.05, meaning that H1 is accepted where the human resource development variable (X_1) partially has a significant effect on community empowerment variables in Purun Village, Palm Village, Banjarbaru City (Y).

The t-count value of the organizational culture variable (X_2) is 2,596 which is greater than the t-table of 2.015 with a significance of 0.013, less than the alpha of 0.05. it means that H₂ is accepted where the organizational culture variable (X_2) partially has a significant effect on the community empowerment variable in Purun Village, Palm Village, Banjarbaru City (Y).

The magnitude of the coefficient of determination can be seen in Table 6 below:

Table 6 Determination Test Results

Model Summary

Model	R	RSquare	Adjusted RSquare	Std. Error of the Estimate
1	.647a	.420	.501	2.57805

a. Predictors: (Constant), X₂, X₁

Based on the results of the determination test in Table 6, the R square value is 0.42 (42%). This shows that the development of human resources and organizational culture affects community empowerment by 42% while the rest is influenced by other variables outside of this study.

4.5 F test

Table 7 F test results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.902	2	12.451	5.000	.012b
	Residual	99.610	40	2.490		
	Total	124.512	42			

a. Dependent Variable: Y

b. Predictors: (Constant), X₂, X₁

Based on Table 7, the results of the F test obtained F count of 5,000 > 3.22 F-table with a significance level of 0.012 < 0.05, meaning that H₃ is accepted, the development of human resources and organizational culture simultaneously influences community empowerment in Purun Kampung Sungai Out of Palm Banjarbaru City.

5. Discussion

The influence of human resource development on community empowerment in Purun Village, Palm Village, Banjarbaru City. Based on the results of the regression analysis, it can be seen that the human resource variable has a coefficient value (β) of 0.106, and a significant value for the effect of X₁ on Y is 0.029 < 0.05, so it can be concluded that there is an effect of X₁ on Y. These results are reinforced by several theory, among others; Budiarto (2016) states that human resources are indeed an important factor in the development of a business such as crafts. When the quality of human resources is getting better, the process of production, marketing and business management will run better so that business development will also increase. In addition, the results of this study are also supported by previous research conducted by Febie Wulan

Savitri (2018). The results of this study indicate that there is a positive influence of venture capital, quality of human resources and marketing strategies on the development of MSMEs in Suruh Village, Suruh District, Trenggalek Regency.

The influence of organizational culture (X2) on community empowerment in Purun Village, Palm Village, Banjarbaru City (Y). Based on the results of the regression analysis, it can be seen that the organizational culture variable has a coefficient value (β) of 0.238, and a significant value for the effect of X2 on Y is $0.013 < 0.05$, so it can be concluded that there is an influence of organizational culture on community empowerment. Results These results are strengthened by several theories including; Hendriawan (2014) states that organizational culture is the controller and direction in shaping the attitudes and behavior of humans who involve themselves in an organizational or group activity. Organizational culture helps craftsmen perceive the organization in which they work. When craftsmen feel proud of their work and the organization they belong to, they will tend to be more easily encouraged to show good work performance. A person's encouragement can be external or internal, organizational cultural behavior includes innovation and risk taking, attention to details, result orientation, people orientation, team orientation, aggressiveness and stability/stability can support behavior to achieve goals, morale, initiation and creativity. In addition, the results of this study are also supported by previous research conducted by Maria Lusiana Inuh (2016). The results of this study indicate that there is a positive influence of organizational culture and work environment on the development of employee performance at Tambolaka Airport.

The development of human resources and organizational culture simultaneously influences community empowerment. This means that by looking at the reality on the ground the implementation of Community Empowerment of Human Resources has been carried out in full seriousness through the development of human resources and organizational culture, with the aim of increasing the economy of the craftsmen community in Kampung Purun Kelurahan Palm, Banjarbaru City, so that it can be stated that the variable development of craftsmen's resources and group culture in Kampung Purun Kelurahan Palm, Banjarbaru City, has the potential to increase community empowerment in order to improve the community's economy in Kampung Purun Kelurahan Palm, Banjarbaru City.

The meaning of this value can be assumed that the more effective the implementation of the development of craftsmen's resources and group culture in Kampung Purun Kelurahan Palm, Banjarbaru City, the greater the economic empowerment of craftsmen's resources as a whole to be able to develop and the craftsmen can provide for the economic level of their families. Thus, the simultaneous influence analysis shows valid and potential results that Empowerment of Human Resources through the development of human resource craftsmen and organizational culture has an important role to improve the economy of the craftsman's family in Purun Village, Palm Village, Banjarbaru City.

Based on these conclusions, if human resources and organizational culture increase, the community development strategy will also increase. Conversely, if human resources and organizational culture decrease, the community development strategy will also decrease.

Therefore, if purun craftsmen in Purun village have good quality human resources, and have a good organizational culture, this will increase the development of the community.

Based on the results of the analysis of the coefficient of determination it is known that human resources and organizational culture have an influence of 42% on community development strategies while the remaining 58% are influenced by other variables not included in this study. So it can be concluded that human resources and organizational culture contribute to community development strategies.

Thus human resources and organizational culture are factors that must be considered by craftsmen to improve community development strategies in Purun Village.

6. Conclusion

Based on the results of research and discussion in this study, it can be concluded as follows:

1. The variable human resource development partially has a positive and significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City.
2. Organizational culture variables have a positive and significant effect on community empowerment in Kampung Purun Kelurahan Palm, Banjarbaru City.
3. Simultaneously the variables of human resource development and organizational culture have a positive and significant effect on community empowerment in Purun Village, Palm Village, Banjarbaru City.

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