



AENSI Journals

Australian Journal of Basic and Applied Sciences

ISSN:1991-8178

Journal home page: www.ajbasweb.com



Developing Human Resources through Counseling and Technical Guidance toward Pedagang Kreatif Lapangan at Manado City

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ARTICLE INFO

Article history:

Received 25 January 2014

Received in revised form 16 March 2014

Accepted 19 March 2014

Available online 3 April 2014

Keywords:

Counseling and technical guidance, Pedagang Kreatif Lapangan, Human Resources.

ABSTRACT

This study examined the program, design, strategy, process, obstacle, impact and result of empowerment through counseling and technical guidance using phenomenology research method. Data gathered by observation, interview, and documentation while data source using snowball method. Information gathered was redacted, displayed, and verified whereas data authentication used triangulation and member check. The results of developing human resources through counseling and technical guidance toward Pedagang Kreatif Lapangan showed knowledge and skill. The counseling consisted of the right trading rules implementation and technical guidance consisted of product processing skills, product knowledge and the effective way of selling product with the result that Pedagang Kreatif Lapangan were more productive, creative, innovative, and able to compete then high work ethos were also created. However, counseling and technical guidance which as government's policy has not applied yet due to program and design plan.

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To Cite This Article: Jenny Nancy Kaligis., Developing Human Resources Through Counseling and Technical Guidance Toward Pedagang Kreatif Lapangan at Manado City. *Aust. J. Basic & Appl. Sci.*, 8(3): 387-392, 2014

INTRODUCTION

Pedagang Kreatif Lapangan has become part of Small Enterprise Group particularly informal sector which in Indonesian Government Rule number 9 year 1995 known as "Pedagang Kaki Lima (PKL)". They usually known as free rules trader or less in understanding rules, unhygienic, lack of trading knowledge, less intellectual, unfavorable attitude and character, produced own product but unable to maintain and develop. In regard of terms usually used for Pedagang Kreatif Lapangan then generally can be defined as distributor of city products and services which is people who possesses products and services to be sold in public, main streets and side walk.

Descriptions above are the real phenomenon observed by writer in which Pedagang Kreatif Lapangan also create downtown chaotic and mess up the good outlook of the city. On the other side, Pedagang Kreatif Lapangan are part of society with all the potential as human resources that if they were well managed will result productive human resources in contributing the economic development.

Pedagang Kreatif Lapangan are human resources in society that contribute economic sector at once create employment and easily can start their business with no big capital neither special skill while the income is promising enough for middle low people. Thus how the government should program and indicate the development of Pedagang Kreatif Lapangan human resources.

Thus, this research titled Developing Human Resources through Counseling and Technical Guidance toward Pedagang Kreatif Lapangan.

Problem of this research can be defined "how program, design, strategy, process, obstacle, impact and result of empowerment through counseling and technical guidance toward Pedagang Kreatif Lapangan at Manado City? Why Developing Human Resources through Counseling and Technical Guidance toward Pedagang Kreatif Lapangan should be done?"

The objectives of this research are to describe how program, design, strategy, process, obstacle, impact and result of empowerment through counseling and technical guidance toward Pedagang Kreatif Lapangan at Manado City to figure out Why Developing Human Resources through Counseling and Technical Guidance toward Pedagang Kreatif Lapangan should be done.

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Review of the literature:

According to Hasibuan, Human Resources is an integrated capability of power of thought and physical power by an individual. Person and character are done by descent and environment. Human Resource consist of power of thought and physical power every human being. Particularly, the ability of every human being determined by power of thought and physical power every individual.

According to Fathoni in Subekhi, Human Resources is the most important asset and property of every human activity. Human are absolutely analyzed and develop in those ways. Time, effort and ability are really can be optimally used for organization or either individual.

Sonny Sumarsoni in Subekhi said that Human Resources has two definitions, that is, first Human Resources is working effort or service that can be given in production process. On the other side, Human Resources reflected effort quality given by someone in a given period to produce product and service. Second, Human Resource concerns about individual that able to give the service or the working effort itself, able to work means able to do economic activity that is the activity creates product and service to fulfill individual or people needs.

From those definitions concluded that Human Resources is individual itself with all the potential either physical or thought that can be used to create product and service or create something that has economic value.

Therefore, Human Resources should be managed as the process of optimizing human potential in effective way. According to Gomes, Human Resources Management is part of management in generally that focuses on human resources element and consist of managerial function, operational function and role of human resources in achieving the organization integrated goal.

Thus, Pedagang Kreatif Lapangan as human resources with all the potential in them can be optimized to create product and service that has value and give benefit to people and individual.

According to Indonesian Big Dictionary, "Counseling" can be defined as development that changes something to be a new one with higher values. Hence, counseling is a process of optimizing changes in individual that is counseled to give higher values as the outcome. Those values recognize, encourage and enabled the individual to survive in business competition.

Guidance is a progress action or result statement to be better. Technical guidance consists of retail technical guidance, raw materials access sources technical guidance, capital sources technical guidance and retail trader companion.

Technical guidance also part of enhancing skills. According to Saidi and Hartati, skills are things or steps we master because we train and do it continuously. For instance, someone who talented in music, if he/she keep practicing (for example by writing and reading musical notes or learn how the composition of the song), practicing consistently for more than ten years and focus, can be precisely predict that someday he/she can be a skilled musician and perhaps famous.

Skills are person ability to do something well and it shows product therefore its need technical guidance to make it better.

Good said that training is a process of helping others in having skills and knowledge. Jucius explained the term of training to show every single process to expand talent, skill and ability or employees to finish given job.

According to Joko Widodo counseling is learning process by explaining new things with a purpose to help the people improve and develop knowledge and new skills in order to achieve life purpose in an effective way. Moreover, counseling is employed in effort to improve attitude and skills with an expectation to increase the living of counseling object into a higher level.

According to Hidayat, counseling is an effort doing in conscious and designed to improve knowledge, stimulus and supervision for a given purpose. In counseling individual or group were training to recognize skills and improve it to maximizing their living. Counseling obviously indicates the efforts of improving and renewing to emerge the sense of responsibility and awareness in counseled object besides attempt to find higher values than current condition.

Counseling is to create Pedagang Kaki Lima well-balanced, well-suited and well-becoming toward the growth and purposed to: a) actualize well-suited environment comprises public disciplines and environment cleanness; b) realization of appropriate business location based on city layout and design; c) city facilities were appropriate to functions; d) entrepreneurs grow firm, independent and strong; e) buyers/people needs were fulfilled according city growth and people lifestyle.

Meanwhile the objectives of arrangement and guidance toward Pedagang kreatif lapangan Micro Enterprise are: a) giving opportunity to trade as long as the locations were licensed by government in purpose to give income and employment; b) giving support by legal permit of business place utilization; and c) control business expand inappropriate locations.

Types of guidance toward Pedagang kreatif lapangan Micro Enterprise are; a) improving skills technical guidance; b) improving skills counseling; and c) encouraging Cooperatives establishment and counsel at the location of Pedagang kreatif lapangan Micro Enterprise Counseling.

Small Enterprise counseling and development in production and processing area carried out by: a) Improving the Management Skills and Technical Production and Processing Skills; b) Improving design and

engineering skills; c) Giving easiness in providing infrastructures or production and processing, raw material, auxiliary material and packaging; d) providing production and processing professional consultant.

Small Enterprise counseling and development in human resources area implemented by: a) socialized and civilized entrepreneurship; b) improving technical skills and managerial; c) establish and expand institution of small enterprise education, training and consultation; d) providing small enterprise counselor and consultant; e) providing small enterprise module; f) providing small enterprise apprentice, comparative study and consultation.

Small Enterprise counseling and development in technology area applied by: a) improving skills in production technology and quality control; b) improving research skills to develop design and new technology; c) giving incentives to small enterprises which applied new technology and preserve the environment. d) increasing cooperation and technology expert; e) improving the ability in fulfilling technology standard; f) expand research and development institution for design and technology to small enterprise; g) providing technology professional consultant; h) giving counseling and consultation toward intellectual property rights.

Technical guidance comprises: a) retail technical guidance; b) raw material source access technical guidance; c) access and capital utilization technical guidance.

Design can be set up by using counseling and inspection model while counseling is to change the human stance or can be described as follow: a) to improve people knowledge; b) to improve people skills; c) to change people stance; d) to implement the counseling result; e) social altered.

Counseling by Department of Market toward Pedagang Kaki Lima was to escalate the awareness and knowledge of the people, furthermore is to socialize cleaning levy and other government regulations.

In regulation of Republic of Indonesia number 32 year 1998 regulated Scope, Procedure and Small Business Development and Counseling Implementation. Small business development and counseling implementation observed classification and progress level done by government, business world and people either individual or group in accordance and continuously to actuate the strong and independent small business which is able to climb up become medium business.

Classification and small business progress level appointed weight, intensity, priority and period of counseling and small business development. Scopes of counseling and small business development are production and processing, marketing, technology and human resources. Counseling and small business development can be implemented by: a) Small business problem identification; b) designated counseling and small business development program due to potency and problem; c) counseling and small business development program implementation; d) counseling and small business development monitoring and control. The climb up small business become medium level still can have counseling and development until approximately three years for the longest.

Supporting institutions were needed such as government, business world and people to provide financing and guarantee as supporting factor for counseling and small business development expeditious. The supporting institutions were: a) Financing Institution; b) Guarantor Institution; c) Other Supporting Institution.

Financing institution giving the priority services, easiness and access for small business to have funding by: a) providing fund; b) simplify the procedure of getting fund in the way of application and quickly obtain the decision; c) less additional guarantee; d) informarmation deploy of the easiness in getting fund by direct counseling or mass media; e) arrange training of business plan and financial management; f) less interest rate of credit especially for small business; g) counseling and assistance for small business.

Special counter for service and information was also needed. Guarantor institutions gives the priority in serving the small business and also give the easiness and access to get funding by: a) expand the function of guarantor institution or establish new guarantor institution; b) re-established new guarantor institution to guarantee existed institutions.

Methods:

Method employed phenomenon quality research in which investigates the essential of empowerment toward Pedagang Kreatif Lapangan. According to Subagyo, in phenomenon research, human experience (Pedagang Kreatif Lapangan) investigate by detail explanation from subject, especially informant investigate. Then the researcher tries to describe and explain the meaning of Pedagang Kreatif Lapangan experience and figure out what is behind people depiction about them that is until the structure of conscious basic therefore the researcher employ interview and long conversation to obtain data source.

Research procedures started by doing observation first then finding the research focus that is the empowerment of Pedagang Kreatif Lapangan and the sub focus determined by Pedagang Kreatif Lapangan phenomenon, after all the design of phenomenology qualitative research sufficient to be set up. Data gathered by observation, interview and documentation in which the observation was done by participating observation to involve and get into the life of the subject. According to Miles and Huberman, analysis data procedure carried out by technical analysis such as: 1) put the information into different record; 2) design categorical matrix and put the evidence in addition; 3) create data analysis flowchart and other tools to verify data accuracy; 4) tabulation different event frequency; 5) input the information chronological.

Since this research using phenomenology research design, then the researcher necessary explore repeated below steps: study about program, design, strategy, process, obstacle, impact and result of empowerment either theoretically or according to government rules toward empowerment of Pedagang Kreatif Lapangan. Data verification completed by using triangulation and member check resulting examination and conclusion

Results:

Empowerment Pedagang Kreatif Lapangan Through Counseling and Technical Guidance

Counseling and Technical Guidance	
PROGRAM	<p>Result of the research showed that empowerment program for pedagang kreatif lapangan was by counseling and technical guidance.</p> <p>Counseling was attempting government rules about trading to pedagang kreatif lapangan while technical guidance was attempting technical business counseling for pedagang kreatif lapangan.</p> <p>Consequently, counseling and technical guidance were empowerment efforts regarding pedagang kreatif lapangan human resources development. Intend to create comprehension regarding government rules about pedagang kreatif lapangan business, attitude toward rules and characters as productive, creative and innovative trader as well able to compete.</p>
DESIGN	<p>Counseling and technical guidance were design as follow: counseling by socialized and civilized government rules about Pedagang Kreatif Lapangan comprises security, disciplines, cleanness, trading method by using trading locations and trading facilities in avoiding legal problems; while technical guidance by skills training was about improving trader ability in managing business based on quality and nutrient standard, ingenious in creating own creative handicraft product, able to maintain the flavor of food products and discover effective way to do trading.</p>
STRATEGY	<p>Program design about counseling and technical guidance was strategically arranging by: Occupy stakeholder as facilitator to be exact SATPOL PP in managing security, disciplines and cleanness, Department of Market, Department of Cooperatives in managing socialization and civilization trading rules and effective ways about using business locations and facilities.</p> <p>The government implementing technical guidance strategy by associating facilitator such as business organization, private business, public empowerment organizations, and The National Agency of Drug and Food Control. Counseling and technical guidance was strategically carried out by skills training to improve trader ability in managing business based on quality and nutrient standard, ingenious in creating own creative handicraft product, able to maintain the flavor of food products and discover effective way to do trading. In technical guidance strategy, the stakeholder guide Pedagang Kreatif Lapangan straightforwardly at the location.</p>
PROCESS	<p>Counseling and technical guidance in empowering Pedagang Kreatif Lapangan implementing by as follow: Government counseling process was by disciplining and protecting traders who trade in improper area and move into Pedagang Kreatif Lapangan proper area which has provided by the government simultaneously function as counseling and technical guidance location.</p> <p>When trader occupied government determined area then the entire gathered at business location socialized and civilized about trading rules and effective ways about using business locations and facilities. The socialization must doing monthly and evaluates the progress.</p> <p>In technical guidance, government held skills training in which trader were guided by given facilitator. The facilitators were success entrepreneur, The National Agency of Drug and Food Control, and business organization to encourage creativity.</p> <p>Technical guidance was about managing business based on quality and nutrient standard, ingenious in creating own creative handicraft product, able to maintain the flavor of food products and discover effective way to do trading. This was about directly and routinely guiding the trader until they are independent enough to run the business.</p> <p>In counseling and technical guidance process obviously showed improvement and renew into higher living to emerge the sense of responsibility and awareness in counseled object. Counseling attempt to discover higher values from current condition. Failed counseling is condition in which no improvement compared to current condition.</p>
OBSTACLE	<p>There were many obstacles in counseling and technical guidance realization for instance financial problems when government implementing the program therefore government inquire the stakeholders to assist before belatedly.</p> <p>Another obstacles were unorganized schedule in result government program was lack implementing by Pedagang Kreatif Lapangan and less awareness about the governments program that actually benefit them in acquiring knowledge, training and skills.</p>
IMPACT	<p>Pedagang Kreatif Lapangan counseling influence knowledge, attitude and characters of human resources development aspect toward government trading rules and procedures. Concurrently technical guidance impact was about trader skills in business activity such as trading method and increasing profit.</p>
RESULT	<p>The realization of Pedagang Kreatif Lapangan counseling resulted accurate comprehension about government rules regarding business activity to persuade people act according to the accurate comprehension subsequently improve business activity effectively and efficiency.</p> <p>The realization of Pedagang Kreatif Lapangan counseling improved skills in particular trading creativity and innovation to product.</p>

Result showed that counseling and technical guidance empowering Pedagang Kreatif Lapangan were programmed and were implementing. Type of counseling program about improving Pedagang Kreatif Lapangan human resources were socialization and civilization purposes to improve knowledge or intellectual and to create attitude or character. Technical guidance was about improving skills by training and educating purposes to assist

Pedagang Kreatif Lapangan to be productive, creative, innovative and able to compete. Associated with improving bargaining position, according to Mardikanto dan Poerwoko, necessary to recognize that the best improvement competitive ability is to build synergy by attempting potential competitors as strategic partner, in other words conflict approach should be attempted to turn as collaborative management.

Mostly experts said that there were components determined productive businesses from group of people that able to growth and develop effectively: 1) Working Capital; 2) appropriate technology; 2) business management model; 4) skills improvement about working capital utilization; 5) working ethics, spirit and disciplines, etc (Turang)

Thus the attempt of empowering Pedagang Kreatif Lapangan is to make them more productive in managing capital, product knowledge, financial management, appropriate technology, knowledge about scale utilities, knowledge about using money in trading, knowledge about manufacture utilities, business management skills, marketing skills, promoting skills, serving customers, products arrangement, manufacture management, working ethics, disciplines, diligent, persistence, honesty, accountable, etc.

The study illustrated that counseling about good business, recognizing and using scale utilities, recognizing counterfeit and promotion by government operation were not executed yet because of many obstacles in many aspects for instance program funding, unorganized schedule and unorganized cooperation among related institutions due to program.

Government started with counseling and then disciplines as commencement step in relocating Pedagang Kreatif Lapangan to a given location. Furthermore, government and Pedagang Kreatif Lapangan supposed to be gathered and discuss about the counseling programs. Government actions were already refer to experts scheme as follow, according t Widodo counseling is counseling is learning process by explaining new things with a purpose to help the people improve and develop knowledge and new skills in order to achieve life purpose in an effective way. Moreover, counseling is employed in effort to improve attitude and skills with an expectation to increase the living of counseling object into a higher level.

As well according to Hidayat, counseling is an effort doing in conscious and designed to improve knowledge, stimulus and supervision for a given purpose.

In counseling Pedagang Kreatif Lapangan were trained to recognize ability and develop it to maximize for living. Counseling obviously indicates the efforts of improving and renewing to emerge the sense of responsibility and awareness in counseled object besides attempt to find higher values than current condition.

According to Hidayat, Counseling is to create Pedagang Kaki Lima well-balanced, well-suited and well-becoming toward the growth and purposed to: a) actualize well-suited environment comprises public disciplines and environment cleanness; b) realization of appropriate business location based on city layout and design; c) city facilities were according to functions; d) entrepreneurs grow firm, independent and strong; e) buyers/people needs were fulfilled according city growth and people lifestyle.

This study showed that government guiding the Pedagang Kreatif Lapangan by directly guides them in location. The strategy furthermore was arranging regular meetings to listen the aspirations of Pedagang Kreatif Lapangan and socialized government program once a month. Government of district, sub-district and Market Department should arrange daily visit for controlling and evaluating the activities of Pedagang Kreatif Lapangan as effective and efficient approach which had to be done consistently and continuously.

Technical guidance by the Bank was socializing Micro Small and Medium Enterprise program, counterfeit and reasonable price. Market Department was facilitating by gathered the Pedagang Kreatif Lapangan, Bank, The National Agency of Drug and Food Control, Fishery Department and other parties for program realization.

Counseling and technical guidance made by Market Department was arranging low-priced market and disciplining Pedagang Kreatif Lapangan. Counseling and technical guidance gave impact to business rules and procedures comprehension according to government rules. The results were: 1) doing business in the given locations; 2) Pedagang Kreatif Lapangan able to attract and serve the customers even tourist; 3) never force the customers; 4) fine in relocating garbage; 5) able to maintain the quality of the products due to standard; 6) establish reasonable price; 7) fair competition; 8) skilled and honest using scale; 9) able to differentiate real money or counterfeit; 10) understanding norms or regulations.

Government should do an integrated counsel about the existence of Pedagang Kreatif Lapangan to overcome the complexity by giving them training of becoming independent and having supported location to develop so that they will not doing their business in downtown.

One of the potential programs in counseling Pedagang Kreatif Lapangan is giving skills education and training in order to improve qualities.

Business counseling attempted by empowering people according to Mardikanto dan Poerwoko, consisted many things: a) improving technical knowledge, mainly to improve productivity, quality improvement and product value added; b) enhancing management to improve business efficiency and expanding partnership; c) entrepreneurship improvement regarding optimistic business prospect bases on local values; d) capital accessibility improvement bases on people economic development.

Counseling and technical guidance program necessary gave significance advantages to human resources development of Pedagang Kreatif Lapangan. Human resources improvement obviously shown and experienced by Pedagang Kreatif Lapangan: 1) increasing in business productivity in which the product of Pedagang Kreatif Lapangan were attractive encourages them to improve the work ethics principally disciplines, diligent, persistence, honesty, accountable, etc; 2) Pedagang Kreatif Lapangan were more creative and keep innovating appeared by the way they do marketing, serving customers and arranging products. Pedagang Kreatif Lapangan also keeps on improving the ability in producing products and maintains quality based on standard; 3) Pedagang Kreatif Lapangan were more innovative illustrated by concerning the environment that is public disciplines and cleanness. Moreover, realization of appropriate business location based on city layout and design were accomplished, city facilities were appropriate to functions, entrepreneurs grow firm, independent and strong; buyers/people needs were fulfilled according city growth and people lifestyle

Empowerment of Pedagang Kreatif Lapangan process were keep implementing to achieve human resources development though counseling and technical guidance by government were not completely accomplished.

Developing individual capability was accomplished through counseling and technical guidance toward Pedagang Kreatif Lapangan in which government were giving opportunity to Pedagang Kreatif Lapangan as mean as Lao Tsu opinion (Mardikanto, in Mardikanto), the successful of people empowerment process is not about the programs or facilitators but about the people efforts.

Implications:

This study findings was counseling and technical guidance toward Pedagang Kreatif Lapangan as empowerment attempt to improve human resources resulting all knowledge regarding Pedagang Kreatif Lapangan, proper business products, skills in marketing, production and work ethics attitude.

Results showed that counseling and technical guidance in empowering Pedagang Kreatif Lapangan were accomplished though in fact were not according to plan and program.

Counseling and technical guidance in empowering Pedagang Kreatif Lapangan outcome was technical skills intended to create productivity, creativity, innovative, ability to compete and work ethics improvement. Thus, maximum productivity achieved by Pedagang Kreatif Lapangan was the result of counseling and technical guidance.

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