

# Analysis Management Source Power Man on Lavanda Karawang Brownies

Widi Kusnia<sup>1</sup>, Uus Mohammad Darul Fadli<sup>1\*</sup>, Ery Rosmawati<sup>1</sup>

<sup>1</sup> Department of Management, Faculty of Economics and Business  
Universiti Buana Perjuangan Karawang, Jalan HS Ronggowaluyo,  
Telukjambe Timur, Karawang, INDONESIA

\*Corresponding Author: [uus.fadli@ubpkarawang.ac.id](mailto:uus.fadli@ubpkarawang.ac.id)

DOI: <https://doi.org/10.30880/rmtb.2024.05.01.134>

## Article Info

Received: 31 March 2024

Accepted: 30 April 2024

Available online: 30 June 2024

## Keywords

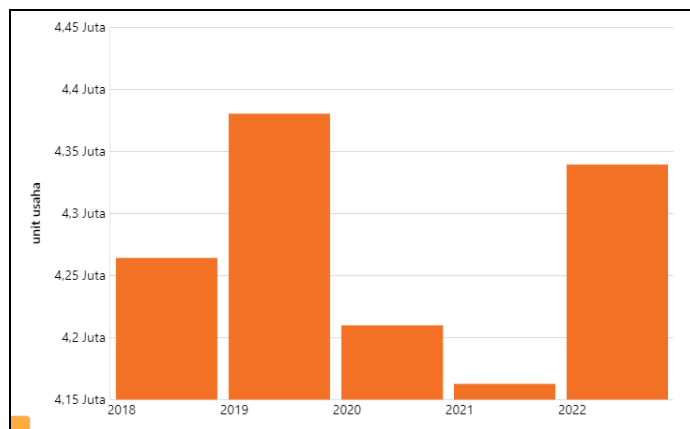
Human resource management, HR  
management, MSMEs

## Abstract

The food industry in Indonesia is an important sector for economic growth in this country. Now, food is not only a basic human need, but has become part of a new lifestyle in society which therefore requires good and effective human resource management. This research uses a qualitative descriptive approach analysis method, which was carried out at Lavanda Brownis Karawang located on Jalan Perumnas block A. Data collection used primary data through interviews with shop owners, managers, and marketing staff, as well as using content analysis. This research aims to analyze how the HR management system is based on recruitment, selection, training, development, job placement, assessment, promotion, sanctions, and rewards, and to find out the obstacles in managing HR, as well as analyzing strategies to improve HR management. The results of this research show that there is still minimal implementation of HR management because there are still employees who do not comply with Production Operational Standards, and there are no assessments carried out regularly. Thus, the implementation of this HR management system is expected to create a better and more effective organization. The obstacles for shops are the difficulty in keeping up with the latest technological developments to increase the competitiveness of their products due to limited human resources, as well as the basic salary which is still below the minimum wage standard. Apart from that, strategies for selecting workers with high levels of employee responsibility can include changing targets, adjusting budgets, or utilizing different resources. Therefore, it is recommended that regular work assessments be made so that it can be a work motivation for employees by adding rewards so that employees feel well-being in the shop.

## 1. Introduction

Industry food in Indonesia is important for this country's growth economy. Now, food needs base humans and has become part of style life just in the middle public. Based on data compiled by the Central Statistics Agency (BPS), in the second quarter of 2023, it was recorded that the Product Domestic Gross (GDP) of sector industry food and beverages (mamin) reached IDR 209.51 trillion, with use price constant. There is an enhancement of 4.62% compared to the same period of the year previously reached IDR 200.30 trillion. This shows that Indonesian society is increasingly interested in culinary, which causes its rapid growth.



**Fig. 1** *Micro scale businesses small Indonesia 2022*  
(Central Statistics Agency (BPS))

From Fig. 1, recorded by the Central Statistics Agency (BPS), in 2022 there will be around 4.3 million business units' industry micro and small (IMK) in Indonesia, with a total number of about 9.4 million people. The data collection from this study is from industry processing/manufacturing that does not have enough 20 people per business unit. Overall, the number of Indonesian micro and small industries (IMK) in 2022 will increase by around 176 thousand business units or a growth of 4% compared to the previous year.

The number of IMKs decreased in 2020-2021 as the COVID-19 pandemic spread, as can be seen in the graph. This is because there are so many jobs available, and many people haven't prioritized problems in human resources management. Management of human resources (HR) in micro, small, and medium enterprises (MSME) with all its limitations is a unique difficulty. One of the difficulties in managing human resources (HR) in MSMEs is often related to the level of loyalty employees are not optimal (Riskarini *et al.*, 2017).

Based on a study conducted through interviews with the shop owners, generally, the problems faced in MSMEs are high work burdens and low wages. Furthermore, the current employees do not have enough compliance with the method evaluation performance. The same thing applies to Lavanda Brownies when comes difficulty to in employee recruiting due to low basic wages. Employees at Lavanda Brownies still do not yet obey standard operational procedures (SOP) and work assessments. Brownies start gaining popularity among the Indonesian population in the decade 2000. Bandung plays an important role in the historical development of brownies in Indonesia. In the beginning, brownies were available in a famous city with the term "flower city". However, brownies started being marketed in other locations, including in the city of Karawang. Now, in the town of Karawang, there are lots of traditional souvenirs from various regions (pergikuliner.com). There is a typical souvenir product from Karawang named Lavanda Brownies that produces various types of variant brownies and cakes. The development makes brownie lovers and fans pampered, and even more appetizing to try and enjoy a variety of flavors. As in the picture below, there are several types of product variants available at UMKM Lavanda Brownies Karawang.



Fig. 2 Product Lavanda Brownies

According to Hakim in Adel Iswandi (2021) internal management company has become very important. This is because good management can create work processes that will be easier. Management in a company is usually carried out by the leadership directors' company or existing managers at the company. Company managers or directors have a role inside a company to take steps and activities to manage human resources in the company. From various sources, HR occupies a strategic position among others. Without human resources, the company cannot be utilized especially to produce products. But still, lots of companies do not realize the importance of HR for the continuity of the company. However, many companies also consider HR to be an asset in organizations to drive and create work (Ellitan, 2002).

The problem with Lavanda Brownies Karawang in management employees is wages under the standard Karawang minimum wage (UMK). This matter shows how difficult it is for a company to recruit new employees. Some employees haven't applied discipline, and they have not yet evaluated performance in a way periodically. According to Gunawan (2023), the analysis results show the strategy of HR management with prioritized two HR management, namely Evaluation Performance, and Promotion. In the future companies must pay attention to HR management becomes a priority. Whereas according to Setiani *et al.* (2023), owners and managers must manage source power and assets owned with appropriate. Management of human resources is one of the important things done to be able to operate activity for maximum profit. The business owner must recruit human resources for customized work with the effort and expertise required so that work distribution can be done with the right and no burden on one party.

Thereby according to Opu & Suriana (2019) from the survey results, HR management tends to be done informally or kinship. This matter can be seen in several matters like development through training, giving compensation, and safety work programs periodically. Giving extrinsic motivation to employees improves work previously. The objective of this study is to analyze human resource management, based on recruitment, selection, training, development, placement work, appraisal, promotion position, sanctions, and salary principles, and to know the obstacles, as well as to analyze strategy for increasing HR management in MSMEs Lavanda Brownies Karawang.

## 2. Overview References

### 2.1 Management Source Power Man

According to a statement by Arif Yusuf Hamali (2018), HR Management is something effort strategic in managing skills, motivation, development, as well as arrangement of human resources in the organization. According to Prasadja Ricardianto (2018), the management of human resources is related to discipline or methods for arranging relationships and roles of individuals with efficiency and effectiveness, with goals for the company, employees, and society to reach maximum success. According to Sutrisno (2019) management of human resources involves planning, organizing, directing, and supervising procurement, development, compensation,

integration, maintenance, and termination processes. Management of human resources is a term referring to the management of individuals, groups, and humans. A manager must commit fully to reaching the objective by carrying out a plan for staffing in the organization (Iqbal *et al.*, 2021). Building superior employees and increasing integrity between human resource development and organizational effectiveness, it is necessary to have a role for HR managers in stimulating employee skills, knowledge, and abilities (MA Kareem in Fadli, 2023).

## 2.2 Management Source Power Man

Research conducted by Desseler in Yadi Mulyadi (2021), stated that HR training is an involved process search, learning, evaluating, and giving guidance to employees. Besides, the main component of HR training is training in the field of connection professionals, health, safety, and resolution of conflict. However, there are also methods, procedures, and ethics impactful work negative to sensitivity, attention, and achievement work which is also one component development of human resources. From several explanations and ideas about management source Power humans who have delivered, yes concluded that management of human resources is a related process with application functions management owns the vital and effective role in supporting achievement objective individual, institution, or organization.

Dimensions according to Dhany Iskandar (2018) are:

1. Recruitment and Selection is a process used in human resource management planning to determine the number of employees needed, when they are needed, and the criteria that must be met within the organization.
2. Training and Development is a short educational method carried out with structured and regular procedures, where non-managerial employees obtain technical knowledge and skills by the provisions regulated in Law No. 12 of 2003, article 1 paragraph 9. These are all activities carried out to provide, obtain, improve, and develop work skills, efficiency, discipline, attitudes, and work enthusiasm.
3. Every job carried out has a purpose behind the Staffing Policy. Goals have an important role in guiding a person's behavior, including in terms of employee placement and human resource management. The placement of employees or prospective employees is carried out to make them more productive and useful.
4. All employees dream of getting good performance appraisals and promotions at work. Job promotion involves moving employees from a lower position or location to a higher position or location. Apart from that, promotion also carries greater duties, responsibilities, and authority compared to the previous position.
5. Giving rewards and punishments, compensation is an aspect management source Power related humans with all form promised reward to an employee as a reply on implementation task in business reach objective company.

## 3. Framework Thought

Mulyadi (2021) argues that management source manpower becomes an element critical in an operational company. As a result, efficient implementation from tasks management source Power man very important to achieve objective company with easy. Problems that arise in management employees at Lavanda Brownies are lower salary minimum standards, causing how difficult it is to recruit new. Besides that, still, some employees aren't disciplined or not. There is evaluation performance routinely. If the problem is ignored, will be difficult to reach the goals that have been set. This is for evaluating the Lavanda Brownies to reach objectives effectively and efficiently.



**Fig. 3** Framework thinking (Dhany Iskandar, 2018)

#### 4. Methodology

According to Dezin & Lincoln (1994) qualitative study is research that uses background address with focus to identify phenomena that occur and are carried out by utilizing available methods. This study was implemented at MSME Lavanda Brownies Karawang which is located on Jalan Raya Perumnas Block A, Number 128, with three sources of different information, i.e. owner stores, managers, and staff marketing. Data used in the study originates from two sources namely primary data and secondary data. Information base is obtained in a way directly through observing and asking for information. Interview with the owner shop, manager, and staff employee. In these studies, the information obtained from interviews with participants is the main data source used. Method triangulation rests on the idea that using several sources - both data, methods, and researcher - can overcome possible bias appearing from One data source, researcher, or method (Jick in Sidiq & Choiri 2019).

In technique data collection, according to Stanback (1988) the most common triangulation technique used is sourcing from others. In this study, data triangulation is carried out with two methods: first, use triangulation source, that is compare and evaluate the level of trustworthiness of information obtained from various sources in something study qualitative; second, use triangulation theory, that is compare and evaluate level trust to One or more theory. Then, according to research conducted by Irma Charisma Hatibie (2020), content analysis involves detailed interviews with respondents who know about human resources management. Qualitative research is used for understanding text with deep content analysis.

#### 5. Results and Discussion

##### 5.1 Profile Lavanda Brownies Karawang

Lavanda Brownies Karawang is a typical souvenir center that was successfully achieved by Afrilia Lavanda and Zaini Ahmad, the success in managing Lavanda Brownies. Initially, the business was started by Zaini, started from small business. In 2011, Zaini disclosed that he was one of the first to promote Lavanda Brownies with open-stall use cars. This currently experiences rapid growth in building a business. Explore various Varying flavors and combine them to create an innovative product. Now, Lavanda Brownies has opened in Perumnas Block A Telukjambe and 6 branches in the Karawang area. The number of their employees has reached 22 people. Lavanda Brownies are now available for orders through applications Grabfood, Gofood, and Shopeefood, as well as through booking delivery via WhatsApp. Authors including an appendix section should do so before the References section. Multiple appendices should all have headings in the style used above. They will automatically be ordered A, B, C, etc.





**Fig. 4** Central outlet Lavanda Brownies

## 5.2 Research result

According to interviews with the owner, manager, and staff marketing, MSME Lavanda Brownies Karawang applies various strategies in managing human resources. This matter includes the process of recruitment, selection, training, development, placement of employees, assessment performance, promotion position, rewards, and penalty. The following will explain more about the matter.

### 5.2.1 Recruitment and selection

To obtain information about the stages of recruitment and selection in Lavanda Brownies Karawang, we interviewed the owner, manager, and staff marketing. The interview with the owner delivered that in the recruitment process, we utilize social media personnel to share information about vacancy work on our Instagram account. Besides that, we now use the Google form system to run this process. There are some related questions about the identity of existing personalities in the full text. All comprehensive terms and conditions are mentioned completely on Instagram. After fulfilling specified requirements, then they called to send a file of his physique to the store. Related to selection, the owner says that if candidates already fulfill qualifications, they will continue to carry on interviews. When we talked in the interview session, we talked about compensation, time, as well operational procedures must done. If you agree, you can quickly enter and execute training. Then, according to the manager's words, the recruitment system use is open to everyone. Spreading on social media platforms is Lavanda Brownies sharing information about vacancy work. If there are member families who work in Lavanda, they can register by following the shared link. Managers select with added conditions or qualifications for moderate positions opened. In the selection process, the first step is to see a qualified candidate. If the candidate fulfills the qualifications, then the next second stage is interview and selection to determine who deserves it for accepted. According to staff marketing, by sharing advertisements of work vacancies via social media platforms, candidates can quickly fill in the Google form. If already many have applied application, then will the selection determine which candidate is appropriate? For invited do test interview with owner company. At the interview, Mrs. Afril acted as the owner and Mr. Nizar acted as manager. If fulfill specified requirements, will continue to the next step, which is the interview, and then will choose eligible candidates for training.

### 5.2.2 Training and development

To find out information about training and development in Lavanda Brownies Karawang, we need to obtain knowledge related to the topic. The owner states that customized training with placement work if somebody is placed as a cashier, they would undergo training at the central outlet on Sunday. Generally, in the production process, an individual will start his job as an assistant for one month. However, this is also determined by the ability and capacity. We also offer an outside training location shop, which normally involves the role of assistant in production for one month. However, the duration of training will also be customized to the ability of employees. Lavanda offers outside training so people can learn and master the F&B sector business scale from small until intermediate.

According to the shop manager, even though training is taking place for 7 days at the center, placement after that will be carried out at the branch. Training that includes knowledge about recognizing products, delivering service to consumers, managing finances, following procedure operational standards, managing marketing products on social media, and maintaining a cleanliness shop. We build motivation together with employees

through monitoring and optimizing employees at branch outlets. Submit questions about existing problems and what can be done to improve. Every Thursday is purposeful training for simulating situations in which consumers experience constraints or submit complaints, and how methods respond to them. This is assessed from the connection between the company and employees withholding family gatherings. Given staff training in marketing, after one week, they will be released if they decide to become cashiers at branch Lavanda Brownies in different regions.

### 5.2.3 Placement Staffing

For now, location placement staffing in Lavanda Brownies Karawang has already been explained in the information work vacancy, for example at area Clari. Therefore that's the goal mainly is to prevent misunderstandings between employees. However, if there are employees in branches who do not come, then there will be employees from the office and the center will temporarily replace them. We don't require a mandatory person's skill in a way continuously. This involves people who can't make cake. So, syncing with appropriate skills in the field is also an important thing. Searching for decor cake that has high creativity. For part marketing, we are looking for an individual who has skill in promoting product and has ability good communication. Whereas for the position of cashier, medium searching for someone polite, proactive, and capable intertwines communication with good customers. According to the statement of the Manager, when we announce vacancies, we always include workplace location. Therefore, no misunderstanding with employees in determining the location. When discussing system recruitment, now look for what is required and the qualifications that are needed. If the medium position needed is in part production, possibly staff must own skilled cook. However, although they have no skills, we still can accept them and give training in parts production. According to the marketing officer, placement will be customized to the region where the store is. So, applicants are expected to have know-how and where they are well placed if accepted.

### 5.2.4 Evaluation Employment and Promotion Position

To know evaluation performance and increase rank in Lavanda Brownies Karawang. According to the owner, moment This evaluation is still not enough organized, and employees are still assessed in a way subjective with observing direct performance. Based on current presence, this still not yet be measured in any way, assessment is still naturally subjective and only can be seen through observation directly in life daily. How to see employee the is through his absence. Evaluation of period mutation placement work every month still depends on the performance of employees and factors like level of involvement and leadership. Therefore there is the possibility of mutation in placement work to place others, such as in the Lavanda department. Managers view differently, they consider evaluation based on discipline and participation in the group, as well ability to finish tasks every day. According to staff marketing, assessment is carried out by the manager in a way routine towards branch outlets, considering absenteeism, level of involvement active on social media, and level of discipline in following the system period monthly.

### 5.2.5 Giving Rewards and Sanctions

To get information about compensation and consequences provided to Lavanda Brownies Karawang According to the owner, we were given wages basic, allowance food, and gifts presence if present completely. Besides that, if production increases and is achieved, will give additional incentives. The sales target must also be reached through existing branches. Employees who make errors will get reprimanded moreover first, but if there is a serious error, we don't provide a Warning Letter (SP) and immediately take it out. For example, if proven to take money from sales, possibly big money will quickly be issued. And for those who aren't disciplined and frequently too late, there is cutting salary from employees. According to the manager, there are several components in payroll like wages basic, attendance bonuses, sales bonus products, bonus money meals, and sometimes Mrs. Afril also gives extra bonuses outside of the pay slip. According to staff marketing, the base income still but the difference lies in the appropriate bonus with its components.

## 5.3 Discussion

### 5.3.1 Management Lavanda MSME employees Brownies Karawang

In this study, Lavanda MSMEs Brownies face challenges in recruiting and selecting employee new Because several employees are not suitable with offer wages principal which is still under the Krawang UMK. However, the owner of the shop also delivers incentives to working employees with good form offers to candidate employees. For selection in Lavanda Brownies, yes use social media, such as through a friend or brother who works in Lavanda. However, employees need to follow all stages of the selection process, including the training

process. This supports previous research conducted by Syafira Alaina *et al.* (2023), which provides information about steps in the recruitment and selection process at the branch of MSME Tree Burger House. Started from spreading information about the position required, recruitment process candidate employees, selection, and training work. There are some mandatory requirements filled with applicants who wish to work at UMKM Tree Burger House. Criteria will be a necessary factor considered in the selection process. Our assessment results state that recruitment is a significant process that can influence performance work, as well must through sufficiently processes and stages researched.



**Fig. 5** Training



**Fig. 6** Interview Process



**Fig. 7** Family Gathering with Lavanda Brownies

As a result of studying here, several employees at Lavanda Brownies haven't yet fully guarded discipline they with wear sandals when work. There is hope that discipline will be enforced during stage interviews to ensure employees wear minimal shoes when working. This is not easy if an employee does not carry out his discipline with complete heart and supported research conducted by Samia Susanti (2017) shows that employees have high discipline in carrying out tasks given by the leadership. They always do too guard discipline-related time with effective work employees.

As for the work assessment, it shows that the owner of the shop Lavanda Brownies has not yet given evaluation structured work to his employees. The evaluation of the performance of employees is still done only with see factors certain. This research is supported by research by Intan Andini Putri (2019), an assessment of the performance of employees' effects good and bad. The consequence good is that enhanced motivation more work and a promotion as the reply to the existing performance achieved. Temporarily the consequences are bad getting reprimanded from above, not accepting gifts, as well possibly the end work connection. On the matter in question with level discipline.

### 5.3.2 Obstacle Lavanda MSME HR Management Brownies

Although Lavanda MSMEs Brownies has made significant contributions to the economy. The sector still faces various basic problems such as the basic salary being below the minimum wage, the inability to manage business, the limitations of quality power work, and how difficult it is to get support finance from institutional banking. One of challenge main problems faced by Micro Enterprises Small and Medium Enterprises (MSMEs) is Lavanda Brownies. This matter is caused by a lack of clarity in management finance as well as the ability of managerial and financial who have not adequate. Skills Lavanda Brownies in getting access information for



promoting MSME products. For dig potency growth business, necessary to do studies on the characteristics and challenges faced by MSMEs. Besides, the business unit faces difficulty in following development technology latest for increase Power competitive the product Because source Power limited human beings. One of the main reasons why MSMEs often experience failure is because of a lack of good record-keeping and a lack thereof skill in basic management. One of the things that prevent MSMEs from achieving success is a lack of understanding and experience owner business in managing business. Some other things slow down the development of Micro and Small Enterprises and Medium (MSME). These matters include notes lacking finances well, less experience in operating a business, lack of knowledge about technique business, limitation's ability in management, planning is not effective, and lack thereof study marketing. This is supported by research Pearls of Conscience (2019) concluded the analysis results, state that inhibitor factors of MSME development are the ability of human resources, technology problems, partnerships that have not intertwined, capital limitation, low management effort, and no innovation supported with competence existing human resources.

### 5.3.3 Strategy MSME HR Management

When businesses small and medium, Lavanda Brownies start to grow, they start to change organization structure by adapting the key individual that has appropriate and capable competencies to assign employees tasks to order their commitment to the company. But we can choose the use appropriate needs of following criteria, i.e. put the right people in the right positions. As well as doing organizational structure and conducting evaluation and improvement plan internal work for Sunday. Important for Lavanda MSME players, can adapt fast in the middle of situations that aren't certain. This matter can cover changing targets, adjusting the budget, or utilizing different human resources. The rewards and punishments are designed with appropriate comparison. Clear rules can created by the organization or company to arrange operational hours and rules to encourage behavior professional and responsible answers from the employees or employees. Companies must confess performance well and give employees instructions to employees who don't reach expected performance. The owner's business micro, small, and medium (MSME) can invite his staff to collaborate in getting creative ideas to maintain business during the pandemic.

An organization or company can show concern towards other people because basically, business is not only about looking for profit but also about sharing with other people and connecting good business, as well as a kind environment around. MSMEs need to avoid a stiff attitude to the business moment and follow development market needs. When need to change the direction of the business, preferably focus on the needs base main, especially related ones to security food, and health. All employees must follow the training to adopt new habits of working remotely or working from a distance. This matter will produce new productivity with increased use of digital technology. Shop small Lavanda Brownies own chance to use strategy digital marketing via various platforms such as Instagram, Facebook, YouTube, Google, and e-commerce. Micro, Small, and Medium Enterprises (MSMEs) can increase sales through the use of social media with do study small about the most suitable social media platforms with their goals and target market. This is supported by research by MD Alfaiz *et al.* (2023) shows that Aurira Frozen Food implements several effective HR management strategies, this business has a selective recruitment policy, with a focus on employee quality and skills that adapt to needs, and provides continuous training and development for employees to increase employee competency in frozen food industry, this business implements a fair reward and recognition system to motivate employees and improve their performance, has open and transparent communication between management and employees, creating a positive work climate.

## 6. Conclusion

Based on the results human resources management is one of the most important things for business intermediate so you can control tall low performance employees in the organization to reach goals that have been expected by the perpetrator business. At Lavanda MSMEs Brownies Karawang the application of human resources management in recruitment and selection has trouble in recruiting and selecting employees because wages at Lavanda Brownies are still very low. However, there are additional bonuses for employees who have high initiative and activeness. Regarding evaluation performance, there is evaluation formally still evaluated straight away, so there can be no even evaluation with good.

Given its significant contribution to the economy, this sector still faces various fundamental problems that are about wages principal is still minimum. Lavanda MSMEs Brownies own lack in managing business, limitations quality power work, and how difficult it is getting support finance from institution banking. One of challenge the main difficulties faced by MSMEs is the development of technology to increase the power of the competitive product. One of the MSMEs often failure experience is because lack of good record keeping and a lack thereof skill in basic management. One of the things that prevent MSMEs from achieving success is a lack of understanding and experience owner business in managing business.

Besides that ability to choose with use appropriate criteria by needs, i.e. put the right people in the right positions, have the freedom to choose human resources work that has good ability, high learning spirit, capable cooperate with, as well own integrity or not quite enough employees answer. This matter can cover changing targets, adjusting the budget, or utilizing different human resources. Scheme rewards and punishments designed with appropriate comparison. Clear rules can created by the organization or company operational hours arrangements and rules to encourage professional behavior and responsible answers from the employees.

## 7. Implications

Possible advice was given to Lavanda Brownies Karawang who can notice evaluation in a way periodically so becomes the reference for his employees if their performance increases or decreases. Besides that, can make Standard Operational carry out all negative comments for incoming customers and can add right some rewards for employees whose performance increases so that it can avoid resigning and can make motivation for his employees.

## Acknowledgement

The authors would also like to thank the Buana Perjuangan University Karawang for its support throughout the completion of this work.

## Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

## Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Widi Kusnia, Uus Mohammad Darul Fadli, Ery Rosmawati; **data collection:** Widi Kusnia; **analysis and interpretation of results:** Widi Kusnia, Uus Mohammad Darul Fadli, Ery Rosmawati; **draft manuscript preparation:** Widi Kusnia, Uus Mohammad Darul Fadli. All authors reviewed the results and approved the final version of the manuscript.

## References

- Adawiyah, WR (2013). Factors Inhibiting the Growth of Micro, Small and Medium Enterprises (MSMEs): Study in Banyumas Regency.
- Adi Ahdiat. ( October 27 , 2023 ). <https://databoks.katadata.co.id/datapublish/2023/10/27/nomor-industri-mikro-dan-besar-indonesia-berbesar-pada-2022>.
- Accounting, PS, Economics, F., Batam, U., & Pegawai, K. (2018). To Performance Employee Effect of Organizational and Organizational Climate on Employees Performance Ely Kurniawati
- Alaina, S., Ananda, SD, Hidayaty, DE, Pertiwi, S., Sandi, H., Buana, U., & Karawang, P. (2023). Implementation of the Recruitment and Selection Process Employees at MSME Tree Burger House. *Madani: Journal of ...*, 1 (5), 802-806. <https://jurnal.penerbitdaarulhuda.my.id/index.php/MAJIM/article/view/268%0A> <https://jurnal.penerbitdaarulhuda.my.id/index.php/MAJIM/article/download/268/301> .
- Anista, T. (2016). Analysis Management Supply Raw Materials for Increase Production To use Fulfil Request Consumers at UD Nanda Putri Srengat Blitar. 92-103.
- Ariani, D. (2018). Influence Placement Employment and Compensation to Performance Employees at PT. Medan Tamarind. *Bhishma: Journal Management*.
- Application, M., On, O., & Art, M. (2020). *Journal Informatics Integrated*. 6(2), 61-66.
- Ariesni, S., & Asnur, L. (2021). Discipline Work to Performance Employee. 5 (3), 363-369.
- Ayutia Nurita Sari. (31 October 2022) <https://www.djkn.kemenkeu.go.id/kanwil-suluttenggomalut/baca-article/15588/Kondisi-Industri-Pemolahan-Makanan-dan-Minuman-di-Indonesia.html>.
- Bibliography, K., & Dan, K.P. (1996). The Influence of Locus of Control and Implementation Time Management Against Performance Employee. Sihombing Et Al, (2015), 13-45.
- Creswell. (2013). How does Symbol Communication in Touring Groups? *Studies Interaction Symbolic to Members Fast Rider Community in Bandung*, 71-92.

- Conscience, M. (2019). Analysis of Inhibiting Factors for the Development of Micro, Small and Medium Enterprises in an Islamic Economic Perspective. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Daffa Alfaiz, M., Tawakal, MI, Hidayaty, DE, Pertiwi, S., Sandi, H., Buana, U., & Karawang, P. (2023). Strategy Management Source Power Humans in the Aurora Frozen Food Business. *IJM: Indonesian Journal of Multidisciplinary*, 1 (2), 654–664. <https://journal.csspublishing.com/index.php/ijm/article/view/186>
- Dr. H. A Rusdiana, MM., Drs Nasihudin, Mpd. (2016) *Systems Information Higher Education Management (Concepts , policies and implementation )* Publishing Research and Community Service Institute To the UIN Sunan Community Mountain Jati Bandung. System Information Higher Education Management - Google Books .
- Dr. H. Ading Rahman S, SE., MM., Prof. Dr. H. M Sidik Priadana, MS, Dr. Monday Machmud, SE., MS. (2023). Human Resource Development and Empowerment in the Transportation Sector . Cipta Media Nusantara. Surabaya.
- DRS. Yuliansyah M. Diah, MM Lina Dameria Siregar, SE, MM Nyimas Dewi Murnila Saputri, SE, MSM (2021) *Managing Superior Human Resources (HR) for Umk Actors. Sriwijaya University Publishing and Printing*
- Drs. H. Fuad. (2021). Planning Strategic and Management Source Power Man. *Journal Management and Business*, 2 (02), 104–105. <http://ejournal.lppm-unbaja.ac.id/index.php/jmb/article/view/1208>
- Drs. Yuliansyah M. Diah, MM (2021). *Managing Human Resources ( HR ) Superiorly for MSME Actors.*
- Efendi, SD, Fadli, UM, & Khalida, LR (2023). Career Development Analysis of Personnel Agency Employees and Human Resources Development in Karawang District. *Management Studies and Entrepreneurship Journal*, 4 (4), 4142–4152. <http://journal.yrpiiku.com/index.php/msej>
- Fauji, R. (2021). Analysis characteristics user shopeepay as digital wallet in generation z. 1–9.
- Fauzi, A., Zakia, A., Putra, BA, & Bagaskoro, DS (2022). Influencing Factors Impact Supply Goods in Process Against Calculation Processing Costs: Inventory Company Goods, Calculation Cost Orders and Usage Raw Materials (Accounting Literature Review Management). 2 (3), 253–266.
- GoKuliner.com. (2 September 2017). <https://pergikuliner.com/blog/mengbesarkan-asal-ulus-brownies-si-black-manis-yang-rasanya-legit> .
- Gunawan, A. (2023). Strategy Management Source Power Man in Increase Performance Employees at Pt. Fifgroup Branch Kuantan Bay. *Management Source Power Man*. epository.uin-suska.ac.id/72874/1/Combined Thesis.pdf
- Hikmat, J., Muhammad, U., Fadli, D., & Khalida, LR (2023). Internal Digital Marketing Strategy Increase Turnover Sales at Saung Aqiqah Cianjur. 4(5), 7449–7457.
- Iskandar, D. (1998). Strategy enhancement performance company through management source Power people and satisfaction work and its impact to productivity employee. 23–31.
- Iqbal Arraniri , Firmansyah , Wiliana , Setyaningsih (ed). (2021). *Management Source Power Man*. Publisher Insania Management Source Power Human - Google Books .
- Iswandi, A. (2021). Analysis Management Management Source Power Human (HR) In Effort Increase Performance and Motivation Through the Reward System (Article Studies Management Source Power Man). *Journal Knowledge Law, Humanities and Politics*, 1(3), 280–288. <https://doi.org/10.38035/jihhp.v1i3.683>.
- Jaya, S. (2021). Analysis Management Source Power Human at CV. Subur Jaya. 6681(4).
- Kurnianingrum, D., Yuniarsih, T., & Siti, H. (nd). Use Technology in HR Management from Gojek Driver Partners the Use of Technology in HRM From Gojek Driver Partners. 08(01), 65–74.
- Lena Ellitan. (2002). Practices Management Source Power People and Excellence Competitive Sustainable. *Journal Management and Entrepreneurship*, 4(2), pp.65-76. <http://puslit2.petra.ac.id/ejournal/index.php/man/article/view/15623>.
- Management, J., Oktober, N., Parinsi, WK, Anugrah, D., & Musa, L. (2023). *J-MAS*. 8(2), 1385–1393. <https://doi.org/10.33087/jmas.v8i2.1510> .
- Mulyadi, Y. (2022). Analysis of Human Resources Management at CV. Subur Jaya. *Proceedings of FRIMA (Festival of Scientific Research in Management and Accounting)*, 6681(4), 587–592. <https://doi.org/10.55916/frima.v0i4.411>.
- Munandar, MD, & Fadli, UMD (2023). Analysis Development Career Employees at Bpjs Employment Branch Karawang. *PRIMARY: Journal Scientific Multidisciplinary*, 1(3), 238–243. <https://doi.org/10.55681/primer.v1i3.138> .
- Opu, N.V., & Suriana, I. (2019). Portrait Management Source Power People in Micro Business Souvenirs Typical of Balikpapan. 3(2), 136–143.
- Ong, J. O., & Mahazan, M. (2020). Strategy management source Power man in Enhancement Sustainable Company Performance in the Industrial Era 4.0. *Business Economics, Communication, and Social Sciences (becoss) Journal*, 2(1), 159–168. <https://doi.org/10.21512/becossjournal.v2i1.6252>.

- Perdana, AK (2019). Generation Millennials and Strategy Digital Era HR Management. 8, 75–80. Nuryanta, N. (2008). Management Source Power Humans (Review Aspect Recruitment and Selection). El- Tarbawi, 1(1), 55–69. <https://doi.org/10.20885/tarbawi.vol1.iss1.art5> .
- Prasadja, Ricardianto. (2018). Human Resource Management. In Media: Bogor.
- Riskarini, D., Putriana, L., Nisa, C., & Economics and Business, F. (2020). Culinary MSME HR Management Building. Torch: Journal Abdimas, 2(1), 1–12. <http://journal.univpancasila.ac.id/index.php/SULUH>
- Sarmini, Rafii, El Rizaq. (2023). Method Study Qualitative. Footsteps References Banguntapan Bantul Yogyakarta. Method Study Qualitative - Bibliography - Google Books
- Setiani, Slamet, Manshur, F. Al, Sartika, FS, & Muis, A. (2023). Management HR For Going to MSMEs are tough on MSMEs Atar'S Snack Pasuruan. Community Service Consortium Journal, 3(2), 137–142. <https://doi.org/10.37715/consortium.v3i2.4258>.
- Sistem, K., Produk, D., & Musyarakah, P. (2014). Faculty economics and business Islam. 5(0355), 18–20.
- South Sulawesi, B., & Idrus, M. (2023). Journal Sipatokkong BPSDM South Sulawesi Advantages and Weaknesses of HR Planning in Era 4. 0. 5407, 115–125.
- Susilowati, S., & Farida, I. (2016). Impact Management Resource Man to Spirit Work Employees of PT Bukit Jaya Abadi Surabaya. 3(2).
- Susanti, S., Entrepreneur, K., Studi, P., Business, A., Science, F., Dan, S., Politics, I., & Mataram, UM (2019). Analysis Discipline Work to Effectiveness Work Employees at Pt. Telkom Plaza Region.
- Tulus MA (2022). Management Source Power Humans (Issue February).
- Umkm, M., Bastomi, J., & Di, B. (nd). Analysis Management Inventory in Micro Businesses, Lina Lutfiana, Safri, H., & Safri, H. (2019). Management source Power global humans towards review ugh number 13 of 2003. 7(1), 1–16.
- Wicaksana, A. (2016). Recruitment, Selection, and Performance Employee. <https://Medium.Com/>, 8–40. <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>.