

# ANALYSIS OF HUMAN RESOURCES DEVELOPMENT OF POULTRY FARMERS IN IMPROVING WORK PRODUCTIVITY THROUGH CORE PLASMA PARTNERSHIP WITH PT SUPER UNGGAS JAYA IN MUARA ENIM REGENCY

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## **Abstract.**

**Objective :** This research is to analyze how the form of Human Resource Development of Poultry Farmers in Increasing Work Productivity Through Core Plasma Partnerships with PT Super Unggas Jaya in Muara Enim Regency.

**Design/Method/Approach:** This research uses a qualitative method. The data collection technique used is by interview, in which the informants are poultry farmer employees who participate in the training, namely 6 people, in the data analysis process the researcher uses qualitative descriptive analysis with the stages of data collection, data reduction, data presentation, drawing conclusions.

**Result :** Human Resource Management at PT Super Unggas Jaya focuses on developing the quality of partner farmers, in this case human resource development is carried out routinely in the form of training. This study uses a qualitative descriptive method, the data used is primary data, in data collection using informants. From the results of the discussion and analysis, it can be explained that with the development of human resources through partnerships with PT Super Unggas Jaya, poultry farmers gain very useful skills so that the productivity of the farmers' work becomes better, with the increasing productivity of the farmers' work, it is expected that the results obtained can be better than when raising livestock independently. This is in accordance with the existing theory explaining that the purpose of training and development is to increase individual self-awareness, individual skills in certain areas of expertise, and to increase individual motivation in doing work satisfactorily so that work productivity can increase.

**Practical/policy implication :** The implementation of development and training by PT Super Unggas Jaya for its partners should be maintained and if possible can be improved because it is good enough and in accordance with the needs of farmers

**Keywords:** Poultry Farmers, Work Productivity, Core Plasma Partnership

**JEL Classification:** M30, M31

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**Introduction.**

Chicken farming has very good market prospects and is the main driver of national animal protein provision. Therefore, the poultry sector is a very important sector in relation to efforts to meet the needs of animal consumption in the community. Along with the increasing demand for chicken meat in the market, poultry farming has become a fairly good field in increasing economic growth. Poultry farming has very good prospects, but in terms of productivity, poultry farming is still relatively low, this is because most of the existing poultry farms are still managed by traditional farmers. The limited capital and skills are factors that cause traditional chicken farming businesses to not develop well. The lack of skills and risk management has resulted in many farmers going bankrupt, considering the expensive price of DOC (day old chicken) chicks, feed, and vaccines, not to mention the diseases that attack livestock. Livestock productivity is low due to the lack of skills and lack of market control. Because of this, several broiler chicken companies have entered into business partnerships with farmers to meet the demand for chicken in the market. In partnership, commitment is one form of management function that is continuously carried out in the company, the company is committed to continuously providing assistance in the form of capital as well as technical and non-technical assistance to its partners (Handrix, 2018).

## **Literature Review**

### **1. Partnership and Partnership Patterns.**

Partnership is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefit with the principle of mutual need and mutual growth (Ambar, 2017). Partnership pattern is a form or system that will be carried out in a business partnership, some of these patterns are adjusted to the nature or business that will be partnered. In Article 26 of the UMKM Law, there are six partnership patterns, namely: (1). Core plasma, The plasma pattern is a partnership relationship between UMKM and large business actors, where large businesses act as the core and small businesses as the plasma. (2). Subcontract The subcontract pattern is a partnership relationship between large businesses and UMKM, in which UMKM will produce goods and/or services. (3). Franchise, The franchise pattern is a partnership relationship in which large businesses that provide franchises provide the right to use licenses, brands, and company distribution channels to UMKM accompanied by assistance and management guidance. (4). General trade, The general trade pattern is a partnership relationship between MSMEs and large businesses, in this pattern large businesses market the production results of MSMEs, or MSMEs supply the needs required by large businesses as their partners. (5). Distribution and agency, the agency pattern is a partnership relationship in which MSMEs are given special rights to market goods and/or services from large businesses. (6). Other forms of partnership such as profit sharing, operational cooperation, joint ventures, and outsourcing.

### **2. Human Resource Development**

According to Simamora (2018), there is also a philosophy in the concept of human resources, namely: (1). Employees are seen as investments, if managed with good planning, they will provide rewards for the organization in the form of greater productivity. (2). Managers create various policies, programs and practices that satisfy both economic needs and employee satisfaction. (3). Managers create a work environment in which employees are encouraged to use their skills and abilities to the maximum. (4). Personnel programs and practices are created with the aim of creating a balance between employee needs and organizational needs. According to Sudarmanto (2014). Human resource development as a process of increasing the potential or ability, competence, and career of the employee concerned. The

development dimension, in addition to increasing the potential ratio (thinking, logic, IQ, feeling (emotion or EQ, competence), also includes increasing ethics and morality.

### **3. Objectives of Human Resource Development**

Hamali (2016) said that training and development programs have one or more objectives, namely, (1). Increasing individual self-awareness. (2). Increasing individual skills in one or more areas of expertise. (3). Increasing individual motivation to carry out tasks or work satisfactorily.

### **4. Human Resource Training and Development Process**

Training is an activity of a company that intends to be able to improve and develop attitudes, behavior, skills and knowledge of employees according to the wishes of the company concerned. Employees are given training with the hope According to (Marwansyah.2019), As a process, human resource training & development has several stages as follows, (1). Determining training & development needs or comprehensive needs assessment. so that the achievement of company goals through training can be achieved, the first step that needs to be taken is to diagnose human resource problems in the company. In the analysis of research needs, there are three considerations, namely organizational analysis, job analysis, individual analysis. (2). Designing training programs, namely the selection of methods, media, and learning principles. (Marwansyah, 2019).

### **5. Types of Training.**

There are several types of training to develop human resources in an organization, namely: (1) Skill training, This type of training is often found in organizations because the program is relatively simple where needs or deficiencies are identified through careful assessment and training assessment criteria are carried out based on targets identified in the research stage. (2). Retraining, Retraining seeks to provide employees with skills according to what they need in relation to changing work demands. (3). Cross-functional training, This training involves employees to carry out work activities in other fields besides and assigned work. (4). Team training, Team training is training carried out with the cooperation of a group of individuals to complete work for a common goal in a work team. (5). Creativity training, Creativity training is based on the assumption that creativity can be learned, where employees are given the opportunity to express ideas as freely as possible based on rational assessment and costs. (Siagian, 2018)

### **6. Definition of Work Productivity.**

Work productivity is how to produce or increase the highest possible output of goods and services by utilizing human resources efficiently. Therefore, productivity is often interpreted as the ratio between output and input in certain units (Sedarmayanti, 2017). There are six factors that determine labor productivity, namely (1) Work attitude, such as: willingness to work in shifts (Shiff work), can accept additional tasks and work together in a team (2). The level of skill determined by education, training in supervisory management and skills in industrial engineering. (3). The relationship between the workforce and the leadership of the organization which is reflected in the joint efforts between the leadership of the organization and the workforce to increase productivity through quality control circles

and committees on superior work. (4). Productivity management, namely: efficient management of sources and work systems to achieve increased productivity. (5). Labor efficiency, such as: workforce planning and additional tasks. (6). Entrepreneurship which is reflected in risk taking, creativity in business and being on the right track in business (Sedarmayanti, 2017)

### **Method.**

This study uses a qualitative method. Qualitative method is a research method based on post-positivism/interpretive philosophy, used to research natural object conditions (as opposed to experiments) where researchers are key instruments, data collection techniques are carried out by triangulation (combination), data analysis is inductive/qualitative (Sugiyono .2018).. The data collection technique used is interviews. Researchers conducted interviews with PT Super Unggas Jaya and poultry farmers as informants, in which the informants were 6 poultry farmer employees who participated in the training. The stages of data analysis techniques used are (Sugiyono, 2018): (a). Data collection is the process of collecting data obtained and collected during interviews with farmers and companies and field observations. (b). Data reduction, data reduction is the process of analyzing data by summarizing, selecting the main points, focusing on the important things, in order to provide a clearer picture of the interview results. (c). Data presentation, data presentation is carried out in the form of brief descriptions, charts, relationships between categories, in this study presenting data in narrative text. (d). Drawing conclusions, after the research data has been analyzed, conclusions can be drawn which are new findings that may be able to answer the formulation of the problem that was formulated at the beginning. These findings can be in the form of descriptions or images of an object that was previously vague.

### **Results and Discussion**

#### **A. Results.**

In general, if a company enters into a partnership with farmers with the aim of obtaining a guarantee of certainty in terms of sales, to obtain a guarantee of certainty in the sale of feed; reduce the cost of investment in land, cages, and equipment, and also be able to obtain skilled labor with relatively cheap wages. The reason farmers switch to becoming plasma farmers is because they still lack business capital, especially after experiencing the economic turmoil that occurred, reducing or reducing the risk of loss, there is a guarantee of certainty of income; utilization of empty cages; and obtaining a guarantee of certainty in marketing. This shows that there is a positive relationship between the core company and plasma farmers. From the answers given by 6 informants to the questions asked, it can be concluded that with this partnership we get greater benefits or advantages compared to when we were still independent farmers, when we became independent farmers to carry out maintenance and purchase of sapronak we often had difficulty, after we became partners of PT Super Unggas Jaya we felt the benefits were so great. In addition, with the partnership we feel empowered through training and development as well as routine coaching from partner companies. So the most important benefit we feel is that we really understand how to raise chickens properly and correctly. With the training and coaching provided by our partner companies, we can get better results than before. In addition, with the partnership we feel empowered through training and development as well as routine coaching from partner companies. So the most important benefit we feel is that we really understand how to raise chickens properly and correctly. With the training and coaching provided by our partner companies, we can get better results than before. From the informant's answers, they gained a lot of knowledge from the field extension

officers, the knowledge provided such as knowledge about diseases that might infect chickens in the cage and how to overcome them, providing food that is appropriate for the age of the chicken, how to give vitamins properly. The training was provided by field extension officers, Thus errors in raising livestock can be reduced. One of the commitments in partnership is a form of management function that must be continuously carried out by the company, the company must commit to continue to provide development assistance, both capital and technical and non-technical to its partners

From the informant's answer about the training program, the training provided by PT Super Unggas Jaya to farmers is based on expertise, in the training here farmers are directed to be able to improve their skills in farming with methods that are in accordance with the wishes of the training participants. Indeed, because the backgrounds of farmers vary, the company does not provide the same training methods for all farmers, the training provided is adjusted to the needs of each farmer. For example, basic technical training in raising chickens according to standards, training in handling if chickens are attacked by disease, training on how to maintain cages.

The development of human resources for partner farmers is carried out formally through training. Training is one of the efforts made by the company to develop human resources with the expertise obtained while improving the performance of partner farmers in raising their chickens. By carrying out routine human resource development by the company through training, it is hoped that human resources can follow the development of knowledge and technology in the field of livestock. In addition, training is provided to partner farmers with the hope that chicken maintenance will be carried out better and to minimize errors in the work carried out by partner farmers.

## **B. Discussion.**

Human Resource Development is a planned effort made by management to improve the ability and competence of workers and organizational performance through training, education, and development programs. (Mangkunegara, 2016) this is done by PT Super Unggas Jaya through training provided by its partner farmers. One of the commitments in partnership is a form of management function that must be continuously carried out by the company, the company must commit to continuing to provide development assistance, both capital and technical and non-technical to its partners (Hernoko, 2004). On the other hand, partners are also committed to raising their chickens well and must be in accordance with the standards set by the company. Human Resource Development is carried out through training carried out by management with the hope that the more trained human resources are, the higher the level of awareness of these human resources in participating in the organization or company.

The reason why independent farmers join as company partners is because, in this case at PT Super Unggas Jaya, farmers gain new knowledge on how to raise good chickens, previously receiving training from farmers to raise their chickens traditionally with simple equipment so that the chickens produced are still less than satisfactory. With this partnership, farmers no longer need to look for buyers, because the chickens raised will be taken by the company after entering the harvest period. After becoming a partner, farmers no longer have to spend money on harvest activities, because accommodation and packaging are the responsibility of the company. The development of human resources for partner farmers is carried out formally through training. Training is one of the efforts made by the company to develop human resources with the expertise obtained while improving the performance of partner farmers in raising their chickens. By carrying out routine human resource development by the company through training, it is hoped that human resources can follow the development of knowledge and

technology in the field of animal husbandry. In addition, training is given to partner farmers with the hope that chicken maintenance will be carried out better and minimize errors in the work carried out by partner farmers. Field workers play an important role in developing the human resources of farmers through training. Field extension officers are responsible for providing training both individually to farmers and training together. One form of responsibility is to see the development to what extent the quality of farmers can develop by controlling through the harvest results of farmers which will later become the basis for the company's consideration to continue or stop the partnership. The form of human resource development carried out by PT Super Unggas Jaya to its partner farmers is through skills training. Because with adequate skills, partner farmers in raising chickens will be better. PT Super Unggas Jaya in order to improve the skills of its partners is by providing training on techniques, technology, and the use of needs in farming. The type of skills training is the simplest form of training. In addition to being a counseling function, field extension officers also have a supervisory function. The supervisory function carried out by field extension officers is to ensure that each plasma farmer can raise chickens properly, and is a supervision of company assets in the partner farmer's cage. Field extension officers in carrying out supervision include monitoring the condition of the chickens, chicken health, feed stock, and asking farmers for information regarding technical matters. The purpose of this supervision is to achieve the best results, namely achieving benefits for all parties, namely the core company and its partners. Field extension officers not only supervise chicken maintenance, but also conduct surveys before the chicks arrive, and provide coaching after the chicks arrive. PT Super Unggas Jaya will evaluate the training that has been provided through field extension officers at the end of each maintenance period. This evaluation is carried out to assess whether the effectiveness of the training program provided is measured by the output of farmers in terms of both quality and quantity of broiler chickens. PT Super Unggas Jaya assesses how far partner farmers can master the chicken maintenance skills provided by field extension officers. The implementation of the final partnership evaluation includes an evaluation after the farmer's harvest period, this is related to the extension of the contract period company. If in 3 harvest periods the results obtained are below company standards, the partnership will be terminated. With the training and development of human resources, partner farmers are expected to provide significant benefits for both partner farmers and the core company. Human resource development to increase the quantity and quality of partner farmers' chicken productivity. With the development of human resources, the chicken harvest becomes healthier according to the standards set by PT Super Unggas Jaya and can minimize the number of chicken deaths so that partner farmers' profits are greater. In addition, human resource development carried out by PT Super Unggas Jaya can form attitudes, loyalty, and cooperation between partner farmers and PT Super Unggas Jaya which are more beneficial to both parties. From the results of the discussion and analysis, it can be explained that with the development of human resources through a partnership with PT Super Unggas Jaya, poultry farmers gain very useful skills so that the productivity of the farmers' work becomes better, with the increasing productivity of farmers' work, it is hoped that the results obtained can be better than when raising livestock independently. This is in accordance with the existing theory which explains that the purpose of training and development is to increase individual self-awareness, individual skills in certain areas of expertise, and to increase individual motivation in carrying out work satisfactorily so that work productivity can increase.

### **Conclusion and future direction**

Based on the results of the research and discussion, it can be concluded that: (1) Human resource development carried out by PT Super Unggas Jaya from the data obtained can increase the productivity

of livestock farmers. (2) Human resource development in the core plasma partnership between PT Super Unggas Jaya and partner farmers is carried out formally through training based on skills training to improve the ability of farmers to increase the productivity of livestock farmers. (3). Human resource development is carried out by providing technical training adjusted to needs and supervision and evaluation are carried out to see the impact of human resource development carried out .  
future direction, (1). The implementation of development and training of PT Super Unggas Jaya to its partners should be maintained and if possible can be improved because it is good enough and in accordance with the needs of farmers (2). For further research, it is necessary to conduct further research on challenges or obstacles in partnerships and efforts to overcome these obstacles. In addition, there needs to be research on the determining factors of simple plasma core partnerships which only consist of capital assistance to complete plasma core partnerships

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