

Research Article

Implementation of Digital-preneurship Fitur in Supporting the Quality of Human Resources

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Abstract.

The COVID-19 pandemic resulted in the increasing need for digitalization as well as a need to improve the quality of human resources to implement digitalization. This study aimed to find out how *digital-preneurship* supports the quality of human resources on Etawa goat farms in Blitar Regency. This research was exploratory in nature and used a descriptive qualitative method that compared observations and literature studies. The subjects were 7 informants who were taken by purposive sampling and saw their credibility. Data was collected through interviews. The results of this study indicated that human resources at Etawa goat farms in Blitar Regency have *digital-preneurship* knowledge and competence in caring for and raising goats, but knowledge about digitalization was still at the communication stage and involved using social media on smartphones. Other results also showed that the existing human resources need training to package dairy products and market them on social media, so this research suggested establishing cooperation and partnerships with the government and stakeholders to improve human resource capabilities in using social media in the marketing and selling Etawa goat farm products in Blitar Regency.

Keywords: digitalization, human resources, Covid-19

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1. Introduction

At the beginning of 2020, many countries over the world, including Indonesia, have given the best efforts to overcome some health problems due to COVID-19 pandemic. According to the newest data on November 09th 2021, the total number of positive cases of COVID-19 in Indonesia is 4,248,843 people, and 4,095,663 belong to recovered patients. As a result, it can be concluded that the number of COVID patients exposed to the Corona virus has decreased [1]. Nurses and doctors are at the forefront in handling the patients that are infected by COVID-19, and their profession as health professionals put them at high risk to be infected with COVID-19 as well. The healthcare.

The presence of digital technology in the Industrial 4.0 era can influence important aspects and elements in society, one of which is the economic aspect. Not a few

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entrepreneurs take advantage of the role of the media as a means of marketing the products offered. This is done to get optimal profits and make the product known to the wider community [1]. Not only that, but Industry also 4.0 can give birth to new types of internet-based jobs (digitalpreneur) which are increasing rapidly and can change several types of work into new models using the internet network [2].

The presence of the industrial era 4.0 was also supported by the COVID-19 pandemic in early 2020. So it demands that people do all their work only from their homes, and the need for the internet is getting higher, it was recorded that in 2022 there were more than 210 million internet users. Not only that, but social media users have also increased drastically from year to year. There were 191.4 million social media users in Indonesia in January 2022. The number of social media users in Indonesia at the beginning of 2022 was equivalent to 68.9 percent of Indonesia's total population [2]. So there needs to be a lot of adjustments in each line of work. One of them is in the livestock sector. Not only that, the importance of digitalpreneurs is an important factor in the development of a business.

Digitalpreneur is someone who sees business opportunities in the internet world as the main target market. Most business activities are carried out through the internet, from making offers, and marketing (advertising) to sales. The purpose of advertising is to shape brand awareness, brand preference, and finally brand equity. It takes quite a long time and large enough funds to arrive at the advertising objectives. Meanwhile, the emergence of competing brands in the local market as well as in the global market is a challenge for the company's advertising efforts in realizing the expected brand equity. For that, one way is to always develop creative, clever, and interesting advertising. With the existence of digitalpreneurs, they also require qualified and quality human resources.

Human resources are the design of formal systems in an organization or a business to ensure the right people in the fields are under their control so that the goals of the organization or business can run well [3]. However, everything has not gone as described even though many studies show the quality of human resources is closely related to the quality of the work done [4]. Likewise, the application of digitalpreneurs can also improve the skills of these human resources, but the realization is still not visible. Therefore, this study aims to determine the extent of the application of digitalpreneurs to support the quality of existing human resources in the livestock sector in the Etawa goat farm, Blitar Regency.

2. Methods

This study used qualitative research methods. Qualitative research is a type of research that produces findings that cannot be reached using statistical procedures or other means of quantification. Qualitative research can be used to examine people's lives, history, behaviour, organizational functionalization, social movements, or kinship relationships. Moleong [5], suggests that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behaviour.

This research uses a single case study on human resources of one of the Etawa goat farms in Blitar Regency with purposive sampling and sees its credibility. A case study is a model that is carried out on a system exploration that is limited to one or a few cases in detail accompanied by in-depth data involving various sources of information that are rich in context [6].

This study uses 7 informants as sources of information or people who provide information about what is known. This number was chosen because the information provided is close to the similarity between the informants or has reached a saturation point. The determination of informants is done by purposive sampling method or determined at the beginning of the study. Expert opinion is used as data triangulation to ensure the data is valid.

Data collection in this study was conducted by interview method. An in-depth interview is one of the data collection research projects that examines a phenomenon or event to be studied. Interviews were conducted face-to-face with informants because on certain topics data were needed to support observations of the informant's facial expressions or speaking style, as well as the conditions around the interview. The interviewer or researcher can also determine the level of information saturation and determine whether the interview is sufficient or still requires other information from the same informant or other informants [5].

3. Results and Discussion

3.1. Human resources data

Based on the results of observations and interviews conducted, the following data were obtained:

TABLE 1: Analysis on workplace well-being.

No	Name	Age (year)	City	Years of service (Year)
1	Abdullah Salaudin	24	Blitar	2
2	Heru Santoso	33	Blitar	2
3	Slamet Riyadi	39	Blitar	2
4	Sujono	40	Blitar	3
5	Hari Suryanto	40	Blitar	3
6	Darmono Setoaji	50	Blitar	3
7	Widiatmoko	51	Blitar	3
8	Mujianto	53	Blitar	3

Table 1 shows the number of workers on the farm as many as 8 people. From the age of 24-53 years, all of them reside in the Regency or City of Blitar. And lastly, the workers have worked for about 2 years to 3 years.

3.2. Have knowledge of animal Husbandry and Digitalpreneurs

Human resources or workers owned by these animals have good abilities in managing and caring for goats, their extensive knowledge related to animals is also a supporter in carrying out tasks on farms. So that all the work given can always be completed and can be done as well as possible. This was also conveyed by Moleong [5], which stated that a worker should know about what is being done, then there is a need for the skills needed in the job. The same statement was conveyed by informant 1 as follows:

“Our human resources are still limited in terms of digital capabilities, but I think that’s enough for the livestock world. We don’t stop there; we will also train them about digital and also the development of the livestock world.” (Informant 1)

Unlike the case regarding digitalpreneurs, workers who only know about the use of social media such as Facebook, Instagram, Tik Tok, and Snack Video for consumptive communication activities, not only that, these workers have not been able to see business opportunities and their use in social media. This is supported by Hansen et al. [3] which states that the success of a business in marketing is required to reach a broad market share, and for that, it is necessary to have social media such as Facebook and Instagram. Informant 2 also conveyed the same thing as follows:

“We know about Facebook, Tik Tok, Instagram, Snack Video, it’s just for fun, bro, we don’t know about selling with that and we want to learn who knows it can be applied to my job.” (Informant 2)

Then the workers also have not been able to use social media effectively to do marketing and reach a wider market share, especially for milk products that are traded. The milk that is traded has a very promising market share and properties. In another study, it was also stated that if there is involvement and initiative of workers to reach a wider market share, they only need to use social media. Besides being right on target, payments are also inexpensive [2,7]. This is also supported by the statement of informant 4 as follows:

“Yes, sir, we can’t sell it with Instagram and Facebook yet. which we can reach the surrounding environment and our closest friends from WA and friends from social gatherings and associations.”

3.3. Need digitalpneuership training

Several things can be started in human resources at the Etawa goat farm in Blitar Regency in understanding digitalpreneurs in business activities, including:

1. Although the internet world is very wide and expanding the business network is also the right step, this method is not effective enough. Farm workers if you want to expand your network further, make sure to first target the types of consumers who are likely to buy the product. This makes it possible for premium products to reach certain groups [9].
2. Seeing market opportunities, livestock workers can also observe the flow of business networks that have been running so far. With this, you can find out which market has more opportunities. This becomes a door to optimize sales. Different products require different networks to get maximum results [9].
3. Creativity is the main key to becoming a digital marketing service provider. With this creativity, the products marketed also have more appeal than other products. This creativity can take advantage of consumer criticism and suggestions [10].
4. Becoming a digitalpreneur must stay focused on the field of business that is being worked on. So, it must be able to maintain consistency to survive in this world under any conditions. Keep interested in other fields and save boredom [1,8].
5. Don't be hasty in taking steps Before deciding to make a decision or carry out a strategy, you must carefully consider the magnitude of the opportunities and risks. For example, in determining the price. At a low price, it can be very easy to grab attention. However, this does not mean that it can produce satisfactory profits [11].

6. Treating consumers well A saying in the business world does not only apply to conventional businesses but also digital businesses. Therefore, the treatment of every consumer is good and comfortable. The internet allows to reach a wider market, but it is also necessary to be more aware of the form and language of marketing so that it can attract consumers or even create new markets with a more recent approach [12].

4. Conclusion

Based on the discussion above, it can be concluded that the human resources in the Etawa goat farm in the Regency have knowledge of digitalpreneurs not as a medium for marketing but as a medium of communication and social media users and competence in caring for and raising goats, but knowledge about digitalization is still at the stage of communication and using social media on smartphones. The other findings show that existing human resources also still need the training to package dairy products and market them on social media.

Acknowledge

In this study, it is recommended to establish cooperation and partnerships with the government to obtain networks in related ministries to develop livestock and other private stakeholders to be able to work together in marketing and production and to improve the ability of human resources in the use of social media for marketing and marketing purposes. sales of Etawa goat farm products in Blitar Regency.

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