

## Human Resource Development Strategy On The Performance Of Grilled Fish UMKM In Tambak Wedi Surabaya : Swot Analysis

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### ABSTRACT

The aim of this research is for know strategy development source Power man on the Performance of Grilled Fish MSMEs in Tambak Wedi through SWOT analysis This study uses a qualitative method. The data sources used are primary and secondary data. Data collection techniques using interviews and documentation. The data analysis used is SWOT analysis. Based on the results of research and discussions conducted by researchers regarding human resource development strategies to improve micro, small and medium enterprises (MSMEs) in Grilled Fish MSMEs in Tambak Wedi Village, the following conclusions can be drawn: New HR receives good guidance from senior HR and in accordance with existing regulations. HR can Study from training and contribute to the company. HR is expected to be able to produce Grilled Fish in accordance with consumer demand . Seniors are expected to be able to guide HR to deepen their work.

### Keywords:

HR Development;  
MSME Performance;  
SWOT Analysis

### INTRODUCTION

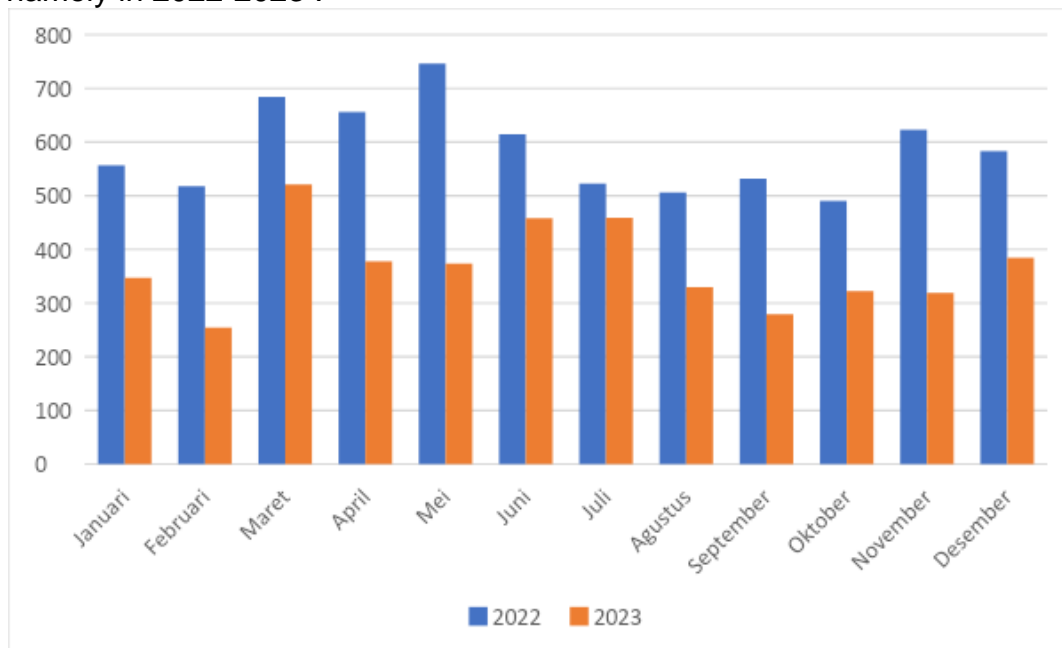
Coasts and oceans offer great opportunities to be supported for future economic development (Lubchenco et al., 2016). However, there are challenges to adapting ocean governance to balance competing interests, realizing economic potential while avoiding irreversible environmental change. The transformation of ocean governance must ensure that the human rights of those who depend on the ocean for their livelihoods are respected and that the welfare of coastal humans and people who depend on marine resources is maintained and even enhanced (Leach et al., 2012) towards sustainable development ( Dearing et al., 2014). Fish, which is one of the products of the sea, is a source of animal protein nutrition for the world community (Béné et al., 2015)

The majority of residents of Tambak Wedi Village, Kenjeran District, Surabaya, make their living as fishermen and fish smokers. Among the various types of MSMEs in Tambak Wedi Village, there is one MSME that is quite large in this district, namely grilled fish MSMEs. However, so far fish processing in the area is still minimal..

In its development, grilled fish MSMEs in Tambak Wedi Village have had several problems, including in terms of management, especially human resource management and marketing problems. The large role of human resources requires companies or MSMEs to be able to optimize the performance of their human resources so that they can provide optimal contributions in the digitalization marketing sector as an effort to increase income and expand information in the world of technology. Consumer behavior is now born in an era where technology is already in the environment or is often called the digital native generation, especially driven by this pandemic, companies or MSMEs are required to be ready to compete. With training efforts, HR can develop greater duties/obligations and responsibilities and can maximize company profits

To sustain their business activities, MSMEs must think about appropriate methods or steps for the success of their business . It cannot be denied that MSMEs often experience delays in their development. Small and Medium Enterprises are really needed to absorb labor, but the fact is that there are many problems experienced by MSMEs, such as HR capacity, marketing and various problems in the operational management of MSMEs themselves, making it difficult to compete with large companies (Abor & Quartey, 2018) .

Based on observations and interviews that have been carried out carried out in several SMEs in Fish UMKM Bake in the Pond Wedi Surabaya was obtained information that performance finance MSME businesses in fish MSMEs Bake in the Pond Wedi Surabaya tends stagnant or not directed with Good Because Not yet own Management Good Business Management . Seen report finances in Table 1.2 below is data on visitors to Fish MSMEs Bake in the Pond Wedi Surabaya at five months final namely in 2022-2023 :



**Figure 1.** Fish MSME Visitor Data Bake in the Pond Wedi Year 2022-2023

Source: Fish MSME data Bake in the Pond Wedi , 2024

Based on Figure 1. regarding data on visitors to Grilled Fish MSMEs in Tambak Wedi Surabaya during 2023 experiencing decline from in 2022 . This will clearly affect the income of MSMEs, therefore management management is very necessary. Micro, Small and Medium Enterprises (MSMEs) require potential human resources both in terms of leaders and employees, so that determining tasks and supervision can determine the achievement of company goals. Daeli (2006) explains that the quality of human resources has a positive influence on the development of MSMEs and is a factor that influences the performance of MSMEs.

The implementation of human resource development strategies on the performance of Grilled Fish MSMEs in Tambak Wedi is expected to be a proactive step in facing environmental challenges and improving the quality of life of local residents. By paying attention to the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), GHR strategies can be developed more effectively and efficiently. SWOT analysis provides an in-depth understanding of internal and external

conditions, and helps identify factors that influence the successful implementation of human resource development strategies. Successful implementation of human resource development strategies will provide great benefits, both for the environment and local communities.

By utilizing local potential and advantages, as well as overcoming existing challenges and threats, the Grilled Fish MSME in Tambak Wedi can be an example for other regions in adopting sustainable human resource development practices. In addition, this research also contributes to the literature on the implementation of human resource development strategies in local contexts, which can be a reference for future researchers and practitioners. Through this research, it is hoped that the potential and challenges in implementing human resource development strategies will be revealed, as well as providing recommendations for further development. In this way, efforts to strengthen sustainable human resource capacity can be carried out on an ongoing basis, producing positive impacts on the environment, society and the economy as a whole.

## **Literature Review**

### **1. MSME performance**

MSMEs are effective management in any business that needs a management system that fits the situation and surroundings. MSMEs must create accurate and useful measuring instruments in order to attain the intended results. This measuring tool is used in a continuous cycle through a performance management system. Therefore, actions must be performed, such as creating a strategic plan and performance metrics, according to Respatiningsih (2019). In addition to the views expressed by (Febriyantoro & Arisandi, 2018), (Nurman et al., 2023), and (Syarifah et al., 2020), MSMEs in Indonesia are still supported by the government, allowing them to grow and enter both the domestic and foreign markets.

A set of MSME management activities known as MSME performance describe the progress made thus far in completing tasks and, if necessary, provide an explanation of the public good that arises from either failure or success (Widjaja et al., 2018). Good performance in all areas, including finance, manufacturing, distribution, and marketing, is crucial and needs to be upheld by MSMEs' stakeholders in order for them to survive in a dynamic business climate and compete with larger companies.

### **2. Development Source Power Man**

One of the responsibilities of the human resources division in an organization or business is human resources (HR) development. Source of development Enhancing skills and abilities is the goal of human resources. Worker momentarily observes this and forecasts a corporate transformation in the century ahead, which is known to improve quality source Man of power (Maghfiroh, 2021: 407). As stated by Jusuf in his book with the same title, "Management Strategy," a strategy is "a skill in managing or planning some tactics or method cleverly to achieve something objective," according to Webster's New World Dictionary.

### **3. Strategy**

A strategy is a long-term plan that is followed by actions with the intention of reaching a specific objective. To achieve success, this is typical (Abdurohim, 2019: 216). Generally speaking, strategy is an all-encompassing approach that includes developing, implementing, and executing concepts over time (Alyas & Rakib, 2017: 115). Most significantly, process strategy management helps clarify objectives and

provide a methodical approach to decision-making inside an organization (Nofrizal, 2017:89).

In terms of definition, a strategy is a corporation's selection of goals and targets over a given period of time. It also shows direction, action, and source power allocation that the organization needs in order to achieve its goals (Malinda, 2017: 2). William J. Stanton defines strategy, in Fred's opinion, as a wide, fundamental course of action that a company follows in order to accomplish its objectives (Amirullah, 2020:4). Some businesses view strategy as a means of overcoming obstacles and foreseeing opportunities well in advance. A strategy needs to give an organization or corporation a clear image of what is required and provide guidance on how it should be implemented.

Having a strategy position in an organization or business is crucial to reaching objectives since it will specify the course of action and the best way to get there. Grant asserts that implementing strategy 3 is crucial to achieving the goal of business. As stated by Bassio (2019:60):

- a. Strategy as supporter decision
- b. Strategy as means coordination and communication
- c. Strategy as objective

Generally speaking, there are three categories of strategies: management, investment, and business strategies (Herfita et al., 2017:374). strategy at different phases of the procedure, in a manner line large The formulation strategy, execution strategy, and evaluation strategy are the three steps of the strategy.

## METHOD

The approach used in this research is a descriptive approach, namely an approach that relies on accurate and reliable qualitative analyses. This research is intended to analyze or describe the relationship between the problems studied by researchers, namely human resource development strategies to improve the performance of grilled fish MSMEs.

Next, the researcher used the focused synthesis technique , namely by using relevant theories from the relevant literature to explain the phenomena that occurred. Then the SWOT Matrix technique will be used to analyze the results of the data obtained.

### 1. Data Analysis Method

In analyzing study This uses Method SWOT. Analysis SWOT is analysis condition Internal or External something organization which furthermore will be used as base for designing strategy. Analysis Internal covers study to factor Strength (Strength) and Weakness (Weakness) . Meanwhile, external analysis includes opportunity factors (Opportunities) and Challenge (Threats) which can explained as following:

- a. Strength (Strength)  
Strengths are organizational activities that run well or source Power which can be managed and controlled with Good.
- b. Weakness (Weakness)  
Weaknesses are activities that are hampered due to limitations or shortages in terms of resources, skills and capabilities which seriously hinder performance of an effective company or organization.
- c. Opportunity ( Opportunities )

Opportunity is a positive environmental factor. Environment which is profitable for something business in a company or organization.

d. Challenge (Threats)

Challenges are environmental factors that do not benefit a business. If No overcome threat will become an obstacle for something business which concerns Good for period Now nor period which will come.

Strength (Strength) , Weakness (Weakness) , Opportunity (Opportunities) and Challenge (Threats) are factors strategic companies need analyzed under current conditions. Identify Internal factors and External Grilled Fish MSMEs in Tambak Wedi Village through interviews, observations and documentation for identify factors strategic. Determination weight done with proposed identification of Internal and strategic factors External. This method is used for giving evaluation weight every factor decides Internal and External. Determination of weights using data obtained through interviews with various party Grilled Fish MSMEs in Tambak Wedi Village.

#### 4. SWOT Metrics

Tool which is used for compile factors strategic company is matrix SWOT. Matrix This can illustrate in a way clear what are the opportunities and threats external which a faced company can customize with its strengths and weaknesses. This matrix can produce four sets possibility alternative strategic, which can seen on picture under This :

**Table 1. SWOT Metrics**

IFAS			STRENGTHS (S)	WEAKNESSES (W)
			Determine the internal strength factor	Determine Internal weakness.
EFAS				
OPPORTUNITIES (O)			STRATEGY SO	Strategy WO
Determine	factor	opportunity	Create strategy which use strength for utilise opportunity.	Create a strategy which minimizes weakness to utilize opportunity.
THREATS (T)			STRATEGY ST	STRATEGY W.T
Determine factor threat External.			Create a strategy which uses strength to overcome the threat.	Create a strategy which minimizes weakness and avoids threat.

Source : Technique Dissect Case Business Analysis SWOT (2017:26)

#### 5. Diagram SWOT

Diagram analysis SWOT will make a point cut between X axis and axis Y, Where mark from axis X obtained from difference between total Strength and total weakness , whereas for mark axis Y obtained between difference total Opportunities and total Threats . Matrix SWOT has 4 quadrants. Fourth quadrant the shaped :

- From One axis horizontally which describes a variable environment Internal something organization which consists from strength and weakness. Axis variable strength worth positive whereas axis weakness worth negative.
- One vertical axis depicts the External environment consisting of opportunity and threats. Variable axis opportunity worth medium positive axis variable threat worth negative.

A number of strategy which obtained from technique analysis SWOT as following :

- Companies that are in quadrant I position if IFAS is positive and EFAS Also worth positive, on position This so company expected apply strategy growth.



Management tries to enlarge the company to utilize superiority compete which has successfully built maximum Possible exploit opportunity business. Strategy These include market development, market penetration, product development, integration into front, integration to rear, integration horizontal and diversification concentric.

- b. Company which is in position Quadrant II, if IFAS worth negative temporary EFAS worth positive, on position This so company expected implement a stability strategy because the company has sufficient weaknesses significant on moment actually Still available opportunity business. Strategy Competing in this quadrant can be a combination or alternative from various strategies for maintaining controlled markets, development markets and products with intensity low, divestment and liquidation.
- c. Companies are in Quadrant III if IFAS is negative and EFAS worth negative, on position This company expected to apply strategy rescue which required for maintain life company. Company need healthy himself with do efficiency through shrinking the business and at the same time trying to make new breakthroughs through side of the remaining strength. That strategy applied is often referred to as strategy health.
- d. Companies are in Quadrant IV if IFAS is positive and EFAS is negative. In this position the company is expected to implement strategy diversification that has serious competitiveness adequate, but the market is no longer promising so it should be breakthrough with excellence which means to enter the market with new products.

## **RESULTS and DISCUSSION**

### **1. Strategy Development Source Power Man for Increased MSME Performance Grilled fish.**

Analysis SWOT is a tool which is used by something company to identify or evaluate factors of an internal or external company. Factor internal company consists of strengths and weaknesses. Temporary That factor external company consists of opportunity and threat company.

In analyzing the internal environment, it includes strengths and weaknesses as well as the external environment which includes opportunities and threats on Grilled Fish MSMEs in Tambak Wedi Village, the data obtained is presented regarding development strategies human Resources. The following is an analysis of the internal and external environment of Grilled Fish MSMEs in Tambak Wedi Village.

### **2. Internal Environment Analysis**

Analysis environment Internal is something analysis which identifies strengths and weaknesses in the company so very influence on human resource development in Grilled Fish. There are a number of factors. Internals are strengths and weaknesses. The company has a leader which is responsible for employees, comfort in environment work, kinship between employees and lack of discipline to time, level competence which is not enough.

#### **a. Strength**

Strength is a factor internally which can be used for moving organizations to the front. Something strength only will become superiorly competitive for an organization if strength is related with the environment surroundings. Strength which owned by Grilled Fish MSMEs in Tambak Wedi Village is as following :

- a) Have a training or training program for employees.
  - b) Having a coordinated MSME association.
  - c) Cooperation between fellow employees is good and family oriented. This showed with behavior fellow employees taking care of each other connection HR One with which other.
  - d) HR in Grilled Fish MSMEs in Tambak Wedi Village open become suppliers.
- a. Weakness

Weakness is an ability which stands out from somebody. Weaknesses include internal weaknesses that can influence the way business. Weakness Internal on Grilled Fish MSMEs in Tambak Wedi Village as following :

- a) No SOUP exists in the company.
- b) Limited quality human resources .
- c) No discipline time exists at the O'clock operational company.
- d) Not yet exists learning to HR which become suppliers.

### 3. External Environmental Analysis

Analysis environment External is analysis which uses for identify and know What just which influence company Krccheck ma'am Ipik from environment outside like opportunity and threat. Ability to do analysis to environment external will become benefit for companies in exploiting existing opportunities and facing threats will happen so that company can determine strategy which appropriate in face condition certain. Analyze factor External company must know information about factors following:

#### b. Opportunity

Opportunities are external factors that are outside the company Krccheck Mrs. If it is optimized in its use, it can achieve target Grilled Fish MSMEs in Tambak Wedi Village. Opportunity the as following :

- a) Consumers or employees can participate in bringing up ideas which previously No There is in the product.
- b) Availability HR in process recruitment.
- c) Interest HR age Work productive to develop HR more promising.
- d) Infrastructure supporter development equipment.

#### c. Threat

Threats are external factors for a company that can hinder its smooth development business. Threat which faced by UMKM Grilled Fish in Tambak Wedi Village is as following:

- a) Consumers feel not fulfilled with the HR services .
- b) Competitors' job offers can influence HR to resign themselves.
- c) Party Insurer answer Still limited its operations.
- d) The product is easy to copy so that Lots which copy business the.

**Table 2.** Analysis SWOT on Grilled Fish MSMEs in Tambak Wedi Village

Strength	Weakness
1. Have a training or training program for employees.	1. No SOP exists in the company.
2. Having a coordinated MSME association.	2. Limited quality human resources.
3. Cooperation between fellow employees with Good and oriented kinship.	3. There is no time discipline towards O'clock company operations.
4. HR in Grilled Fish MSMEs in Tambak Wedi Village open become suppliers.	4. Not yet exists learning to HR which become suppliers.

Opportunity	Threat
1. Consumers or employees can participate in generating previous ideas.	1. Consumers feel not fulfilled with the service HR .
2. Availability HR in process recruitment.	2. Offer Work competitors can influence human resources to resign themselves.
3. Interest HR age Work productive to develop HR more promising.	3. Party Insurer answer Still limited its operations.
4. Infrastructure supporter development equipment.	4. The product easy in copy so that Lots which copy business the

Source: Analysis Result, 2024

#### 4. IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Metrics

After determining and identify factors strategy Internal and External in Grilled Fish MSMEs in Tambak Wedi Village, in table 1 SWOT Analysis which has arranged for comparison between factor Internal that is Strength and Weaknesses and factor External that is Opportunity and Threat company. for weighting based on factors on which the company's strategic position is based on a questionnaire on respondents from Grilled Fish MSMEs in Tambak Wedi Village, namely underwriter answer company, cashier, employee part production and employee part packaging. Furthermore researcher do determination factor strategy Internal company on table (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) which has been prepared to formulate the factors factor strategy Internal and External company with stages as following :

##### a. IFAS (Internal Factor Analysis Summary) Metrics

**Table 3. IFAS (Internal Factor Analysis Summary)**

NO	Internal Factor	Weight	Ratings	Score
<b>Strength</b>				
1	Have a training or training program for employees.	0.10	5	0,51
2	Having a coordinated MSME association.	0.08	5	0,42
3	Cooperation between fellow employees which Good and oriented kinship.	0.10	5	0,51
4	HR in Grilled Fish MSMEs in Tambak Wedi Village open become suppliers.	0.10	5	0,51
<b>Sub Total</b>				19,5
<b>Weakness</b>				
1	No SOPs in company.	0,03	1	0,03
2	Limited quality human resources.	0,03	1	0,03
3	There is no discipline time at the O'clock operational company.	0,03	1	0,03
4	Not yet exists learning to HR which become suppliers.	0,04	1	0,04
<b>Sub Total</b>				0,13

Source: Data Analysis, 2024

Based on the data above, the strength value is the highest value for the matrix IFAS with the amount of 1.95 compared with the weakness factor, namely 0.13 . stage furthermore that is determine Matrix EFAS (External Factor Analysis Summary) which in do with method the following:



b. EFAs (External Factor Analysis Summary) Metrics

**Table 4.** EFAS (External Factor Analysis Summary)

NO	Internal Factor	Weight	Ratings	Score
<b>Opportunities</b>				
1	Consumers or employees can participate in bringing up ideas which previously No There is in the product.	0.10	4	0,41
2	Availability HR in process recruitment.	0.09	2	0,18
3	Interest HR age Work productive to develop HR more promising.	0.10	2	0,20
4	Supporting infrastructure development equipment.	0.09	2	0,18
<b>Sub Total</b>				0,90
<b>Threats</b>				
1	Consumers feel not fulfilled with the service HR.	0,02	1	0,02
2	Offer Work competitor can influence HR for resign self.	0,03	1	0,02
3	Party Insurer answer Still limited its operations.	0,02	1	0,03
4	The product is easy to imitate so Lots which copy business the.		2	0,04
<b>Sub Total</b>				0,13

Source: Data Analysis, 2024

Based on data on that mark, opportunity is the highest for EFAS (External Factor Analysis Summary) matrix with a total of 0.90 compared to with factor Threat that is 0.10 .

In total the results of the analysis of Internal and External factors. EFAS value (X axis) in get it from results subtraction between the total number of force values company in subtract with amount total value weakness company. Meanwhile Niali (axis Y) in get it from results subtraction between amount total opportunity in reduce with amount total mark threat company. Following This is results calculation of internal factors and external factors in resource development Power man Grilled Fish MSMEs in Tambak Wedi Village as following:

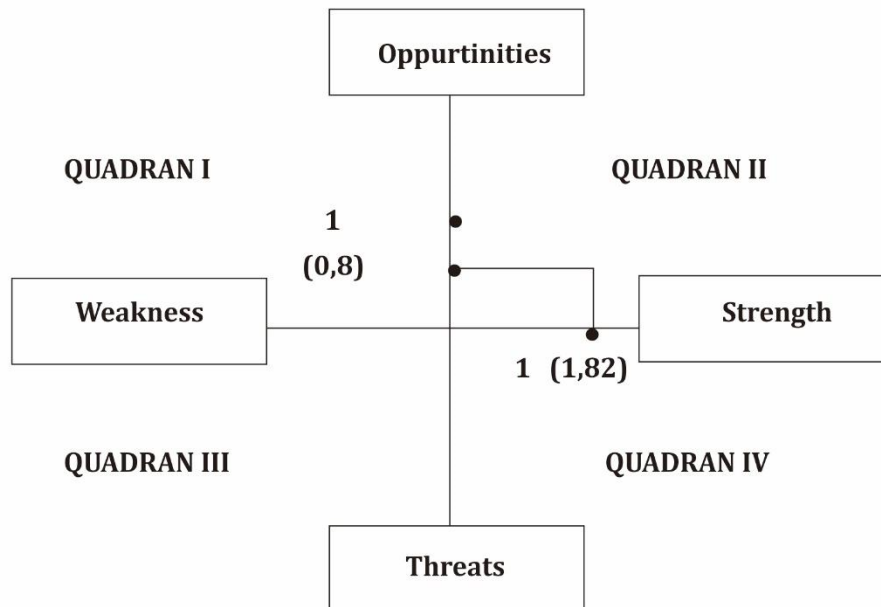
**Table 5.** IFAS Score and EFAS Score Development of Human Resources for Grilled Fish MSMEs in Tambak Wedi Village.

NO	Variables	Mark	Coordinate
<b>Internal Factor</b>			
1	Strength	1,95	
2	Weakness	0,13	
Mark IFAS			1,82
<b>External Factor</b>			
1	Opportunity	0,90	
2	Threat	0,10	
Mark EFAS			0,8

Source: Analysis Result, 2024

## 5. SWOT Diagram

Determining the position of Human Resources Development for Grilled Fish MSMEs in Tambak Wedi Village. Based on results calculation mark IFAS and EFAS on so position Development Source Power Man Grilled Fish MSMEs in Tambak Wedi Village can in describe as following:



**Figure 2.** Position of Human Resources Development for MSMEs Grilled Fish

Source: Analysis Result, 2024

Based on the diagram, we can know that Source Power The Grilled Fish MSME people in Tambak Wedi Village are in quadrant I, meaning strength which The Grilled Fish Company has more weaknesses than its weaknesses in have. Company Grilled fish own strength Internal (1.82) and have opportunity External (0.8).

## 6. Strategy Analysis SWOT

Based on the IFAS and EFAS results, Grilled Fish MSMEs in Tambak Wedi Village carried out Strategy Development Source Power Man with Matrix SWOT. Matrix SWOT is a tool which is used to measure factors in a strategy company. Matrix This can describe in a way clearly How opportunities and threats are owned external. This matrix can produce four cell possibility alternative strategy which can seen on table under This:

**Table 6 Matrix SWOT**

	IFAS	STRENGTHS (S)	WEAKNESS (W)
EFAS		<ol style="list-style-type: none"> <li>1. Have a training or training program for employees.</li> <li>2. Having a coordinated MSME association.</li> <li>3. Collaboration between employees who have good and oriented kinship.</li> <li>4. Open chance for HR to become suppliers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Absence of SOPs in company.</li> <li>2. Limited quality human resources.</li> <li>3. No There is discipline time against the clock operational company.</li> <li>4. There aren't any yet learning towards HR which become suppliers.</li> </ol>

OPPORTUNITIES (O)	STRATEGY SO	STRATEGY WO
<ol style="list-style-type: none"> <li>1. Consumer employees can participate in bringing up ideas which previously No There is in the product.</li> <li>2. Availability of human resources in process recruitment.</li> <li>3. Interest HR age Work productive towards development HR more promising.</li> <li>4. Supporting infrastructure development equipment.</li> </ol>	<ol style="list-style-type: none"> <li>1. HR new get coaching from HR seniors with Good and in accordance with regulation .</li> <li>2. HR can Study from training and contribute to the company.</li> <li>3. HR expected to produce Grilled fish in accordance with requests from consumers or participating suppliers.</li> <li>4. Seniors are expected to be able guide HR to deepen his job.</li> </ol>	<ol style="list-style-type: none"> <li>1. Give learning to HR to become suppliers.</li> <li>2. Add members HRD/Insurer the company replied in look for suppliers.</li> <li>3. Arrange time HR more Good Again and push them to follow directions which are given from seniors so that they can develop skills.</li> </ol>
THREATS (T)	STRATEGY ST	STRATEGY W.T
<ol style="list-style-type: none"> <li>1. Consumers don't think so fulfilled with the service HR .</li> <li>2. Offer Work competitors can influence HR to resign themselves.</li> <li>3. Party Insurer's answer still limited its operations.</li> <li>4. The product is easy to imitate so that Lots which copy business the.</li> </ol>	<ol style="list-style-type: none"> <li>1. HR serves consumers as well as Possible and tries to fulfill requests from consumers.</li> <li>2. Follow the rules about Minimum wage and keep HR welfare especially characteristic kinship between HR.</li> </ol>	<ol style="list-style-type: none"> <li>1. The company started conduct HR training</li> <li>2. The company started to add members Insurer the company replied so in look for suppliers potency which expected more fast.</li> </ol>

Source: Analysis Result, 2024

Based on table Martik SWOT in strategy company there are 4 set alternative company strategies based on SO Strategy, ST Strategy, WO Strategy and Strategy W.T. Following is an alternative strategy which can be done by a company based on matrix SWOT for developing Source Power Grilled Fish MSME Man in Tambak Wedi Village. A combination of these two factors showed in the diagram results analysis SWOT as following:

1. Strategy SO (Strength - Opportunities)
  - a. HR new get coaching from HR senior with Good and in accordance with regulation.
  - b. HR can Study from training and contribute to the company.
  - c. HR expected to produce Grilled fish in accordance with requests from consumers or participating suppliers which were able to move.
  - d. senior expected capable of guiding HR to deepen his job.
2. Strategy ST (Strengths - Threats)
  - a. HR serves the consumer as well as possible and tries to fulfill the request of the consumer.
  - b. Follow regulation which applies about Minimum wage and guard well-being HR especially characteristic kinship between HR.
3. Strategy WO (Weakness - Opportunities)
  - a. Give learning to HR to become suppliers.
  - b. Add member HRD/Insurer answer company in look for suppliers.
  - c. Arrange time HR more Good Again and push them for follow instruction which given from senior order can develop skills.
4. Strategy W.T (Weakness - Threats)

- a. Companies start to make effective training for students which are currently Street vendors.
- b. Companies start adding member HRD/Insurer answer companies so in look for suppliers potency which is expected more fast.

Analysis strategy above can produce strategy alternatives, Also can determine strategy which will be applied to reach objectives for the company. Strategy alternative the can develop source Power man in Grilled Fish MSMEs in Tambak Wedi Village which will later achieve resources human being competent, strategy the that is:

- a. New HR get coaching from senior HR with good and in accordance with regulations. the coaching with building goals character between HR and being able to know what the job desk needs to do. Because every HR in the company has a clear job desk. Giving a job desk has been adjusted for each individual human resource within the company and within the job desk underwriter answers that supervise.
- b. HR can Study from training and contribute to the company. Training open from outside company expected can practice HR, especially training regarding development HR for increased turnover sale company and HR can become suppliers from company the.
- c. HR is expected to be able to produce Grilled Fish in accordance with requested consumer or participating suppliers which are capable of moving. HR who move to become suppliers have the opportunity to produce products which are desired by consumers. However, if no one can realize so, participation in the search for suppliers is very important and needed by Grilled Fish MSMEs in Tambak Wedi Village.
- d. Seniors are expected to be capable of guiding HR to deepen his job. Participation HR senior Also tall Because expected become object The main learning starts from explaining what must be done by HR new. Besides That with exists SOUP which in every each HR, so HR can also know what to do in jobdesk which Already standardized.

### **CONCLUSION**

Based on the results of research and discussions conducted by researchers about strategy development source Power man for increase business micro small intermediate (UMKM) on Grilled Fish MSMEs in Tambak Wedi Village, then it can be taken conclusion as following :

1. HR new get coaching from HR senior with Good and in accordance with regulation.
2. HR can learn from existing training and contribute to its company.
3. HR expected to produce Grilled fish in accordance with the request of the consumer.
4. senior expected capable of guiding HR to deepen his job.

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