



## IMPROVING THE QUALITY OF FISHERMEN'S HUMAN RESOURCES (HR) THROUGH ORGANIZED, COORDINATED HR MANAGEMENT AND UTILIZING TOURISM ON LONTAR BEACH

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### Abstract

This PKM takes the object of devotion, namely fishermen who are residents of Lontar Beach Village. Service partners to PKM is the village manager. The problems taken from the productivity of fishers are still not maximal. Not yet skilled fishermen villages management of fish catches well (such as frozen food, food variations etc.), and still lack of human resource management for fishers Lontar Beach village. The PKM program provided is in the form of seminars on how to improve and improve the quality of fishers of Lontar Beach Village Tirtayasa Subdistrict and training how to store, process and market fishermen's catches at Lontar Beach. In the future it is expected that the quality of existing human resources is fishermen of Lontar Beach Village District Tirtayasa can be improved and improved so that it can contribute more to the Village of Lontar Beach Tirtayasa Subdistrict. Lontar Beach fishers have entrepreneurship knowledge that has business ethics, handle customer complaints and how to market good products, and future service is expected to provide more practical training. to provide them with provisions in the face of competition and see opportunity in the future.

**Keyword:** *Fishermen, Lontar Beach, HR, Seminars and Training.*

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### A. INTRODUCTION

With the many interests of visitors to visit Lontar Beach can improve the community's economy, especially fishers by being equipped with the ability to try to manage the catch to be processed and used as the hand of tourists. The direct economic impact of tourist spending is felt directly by fishermen. The owner's income from the business unit in Lontar Beach, a business unit in Lontar Beach is the recipient of the direct impact of tourist spending. Marine tourism activities in Lontar Beach have created economic activity from tourists' money flow (Troth & Guest, 2020). The flow of money has an economic impact from tourist transactions with fish processing business units and fishers on Lontar Beach.



Figure 1. Lontar Beach Marine Tourism

Fishers who have hereditary activities to catch fish at sea as the main livelihood, it is still challenging to develop themselves to become more advanced fishermen. Fishers are poorly educated, even drop out of school. The opportunity provided by the government is estimated to still be less or not by the needs of fishermen's businesses to develop into more advanced fishers. More time is spent at sea, causing fishers to have learning difficulties like other community residents who work on land. As a result, fishers lose much time thinking about and doing things to improve the quality of their lives and the quality of their family life. To solve the problems faced by fishermen, and in order for fishers to rise to become more advanced fishermen, fishers need to improve the quality of their human resources. Judging from the concept of quality, the higher the quality of human resources owned by fishermen, the greater the ability of fishermen to meet the needs of fishers (Saifudin & Kusumawati, 2020). its customers. For example, to meet the needs of internal customers of fishers, namely himself and his family, fishers need adequate income.

Fishers are considered necessary to improve their business systems, and have the appropriate competencies to take advantage of open business opportunities. Traditional fishers must be advanced fishermen in carrying out their business to play an active role and participate in determining the fishing market, both domestically (Widjaja et al., 2018). Or abroad. With the right business system and wide open opportunities and adequate competence, it is expected that fishers can run their business well, to be able to meet their business. the needs of the consumer. The competence of fishers who are constantly improved and developed is expected to improve the quality of fishermen's human resources. However, the increasing competence of fishers needs to be supported by the opportunity to strive, and the right business system for fishers (Pratasik & Rianto, 2020).

The right solution to overcome these problems is to provide seminars, counseling or training that needs to be done continuously to provide them with provisions in the face of competition and seeing opportunities in the future, in addition to providing them with entrepreneurial knowledge that has business ethics, handling customer complaints and how to market products Good.

## **B. METHOD AND PROCEDURES**

The problem-solving framework carried out in community service in fishers in Lontar Beach Village tirtayasa district begins by conducting a situation analysis covering actual conditions in the object of devotion sourced from the Lontar Beach Village Manager Subdistrict (Yong et al., 2019). Tirtayasa further examines and establishes a community service approach as needed. This is done so that the devotion program has great fox power while improving the quality of fishermen's human resources through organized, coordinated human resource management. The approach is divided into the first two focusing on the Seminar with question and answer methods and problem-solving solutions that have been a problem for fishers in Lontar Beach Village, Tirtayasa Subdistrict and the second is in the form of Training that focuses more on improving and improving the quality of fishermen's human

resources in Lontar District Village. Tirtayasa in the processing and marketing activities of its fish catches (Kembuan et al., 2019).

## C. RESULTS

### Preparation Stage of Implementation of Activities

We surveyed to ascertain the condition of fishers in Lontar Beach Village tirtayasa subdistrict. This data is needed to compile a list of assistance to be given and be considered in participation in activities and training. After conducting a survey, the next stage determines the implementation location and targets that require seminars and training. The determination of this location is helpful so that the implementation of activities can facilitate fishers in Lontar Beach Village tirtayasa subdistrict to come to the location of the activity.

### Implementation Stage of Activities

At this stage we conduct seminars. In the seminar event filled by all lecturers, both chairmen and members of the Community Service (PKM) material discussed ways to improve the quality of fishers of Lontar Beach Village Tirtayasa Subdistrict, this seminar activity is expected to provide solutions for fishers of Lontar Beach Village Tirtayasa Subdistrict. This activity was held in the Lontar Beach Village tirtayasa subdistrict hall, taking place from 13.00 Wib to 16.30 Wib. Participants are very enthusiastic in participating in seminar activities. Participants were able to maximize this activity because the activities were carried out with question and answer methods and problem solving solutions that had been a problem for fishers in Lontar Beach Village, Tirtayasa Subdistrict, and Seminar training was also carried out for fishers on Lontar Beach (Singh et al., 2020). The training is on ways to store, process and market fishermen's catches on Lontar Beach. This activity aims to improve and improve the quality of human resources of fishers of Lontar Beach Village tirtayasa subdistrict in processing activities and marketers of fish catches. Participants are very enthusiastic in participating in the training presented by the community service lecturer team (Perdana, 2019). The readiness of the faculty team in bringing training materials makes participants actively follow the activities.

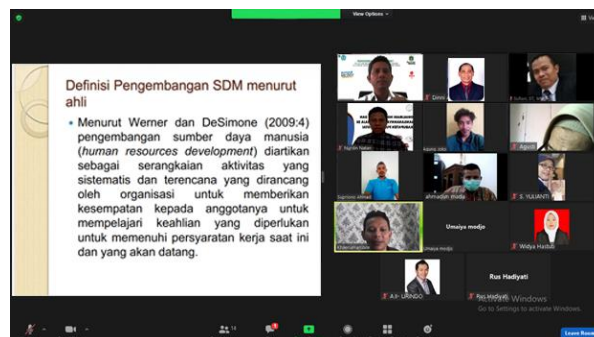


Figure 2. Implementation of Devotion

## D. CONCLUSIONS

The presence of Community Service in helping its members is very felt by Lontar Beach fishermen so that it is expected that innovations will emerge in processing and marketing and developing fishermen's businesses on Lontar Beach. Human resource development through Seminars, Training and Extension will further increase the efforts of fishers in Lontar Beach .

In order to achieve the objectives of the briefing, seminar, extension or training and mentoring of fishers at Lontar Beach several suggestions need to be improved, namely: (1) Communication here is essential because the success in communicating between briefings, seminars, counseling or training and mentoring with fishers, it will facilitate briefing programs, counseling (Trullen et al., 2020). Training and mentoring can go well. (2) Improving and improving fishermen's human resources in Lontar Beach Village, Tirtayasa Subdistrict (Cooke, 2018). (3) There is a need for a good organizational structure so that human resources in the Lontar Beach Village tirtayasa subdistrict can face competition and see opportunities in the future (Collins, 2021). (4) Provide entrepreneurial knowledge that has business ethics, handle customer complaints, and market good products.

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