



# Analysis of performance development of Purun craftsman in palm district, Banjarbaru City to improve skills in an effort to improve product quality

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ARTICLE INFO	ABSTRACT
<p>Article history: Received Jan 31, 2024 Revised Feb 11, 2024 Accepted Feb 26, 2024</p> <p>Keywords: Performance Product Quality Skills</p>	<p>Human resources have an important role in an organization, so improving performance is an important need in all activities of the purun craftsmen of Palm Banjarbaru Village. This research aims to have the skills of purun craftsmen so that they can produce products in the form of purun crafts that are of good quality, have innovative, diverse products, and are timely in their completion. The research method used is the Systematic Literature Review (SLR) method. The result of the research is that regular skill development can help increase knowledge and the ability of craftsmen to complete their crafts can also improve the performance of craftsmen. Skilled craftsmen also need education or coaching so that the results of the craft have aesthetic value and besides that the skills to train patients to produce quality products.</p> <p>This is an open-access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license.</p>



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## 1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the businesses of the majority of Indonesian people that can support their lives and are one of the economic sectors that play a strategic role, especially in terms of employment (Sari & Kusumawati, 2022). During the economic crisis, MSMEs were businesses that were strong enough to survive the crisis. Meanwhile, in the post-Covid 19 pandemic, apart from the emergence of many new MSME businesses, MSMEs that have been established for a long time are also starting to improve themselves to continue their businesses. Regional economic growth is supported by micro, small and medium scale economic activities. The more developed and advanced the micro, small and medium business units, the more the regional economy will move. MSMEs consist of various types of businesses, including culinary (food and drink) businesses, medicine (herbal) businesses, trade businesses, and craft businesses (creative industry) (Ibrahim & Purnama, 2022). South Kalimantan is a region that has a wealth of natural resources and human resources which are potential resources for business development, especially micro, small and medium business units (Sompa, n.d.). Banjar Baru City, as

one of the administrative cities in South Kalimantan, has quite a lot of business sectors that have the potential to be developed and have the potential to progress, including the creative craft industry in the form of purun crafts in the Palm sub-district. Purun crafts are woven handicrafts made from purun which are located in the Palm sub-district. Purun is a type of plant that grows wild near water or peat swamps. This plant is similar to pandan leaves that live around swamps, gray to green in color with narrow leaves and symmetrical reddish tips. This plant is used as a handicraft material by a group of women in various peat areas, such as in South Kalimantan, South Sumatra, Jambi and in various other peat areas (Cahyana et al., 2022).

The key to the success of an organization or business is the quality of human resources. Quality human resources can be reflected in their ability to work efficiently and effectively as well as reliable performance. Performance development will have an impact on business performance, namely the success of a business in producing a quality product or service. In order for the purun craft business to become a regional mainstay business that is continuous, it is necessary to develop the performance of the craftsmen through improving skills. Craftsmen are people or workers whose work is dominated by elements of art that cannot be done with equipment or sophisticated machines. Performance is an achievement achieved by someone for an activity carried out within a certain period of time (Sitohang & Wiwoho, 2022). Meanwhile, craftsman performance is the result or level of success achieved by a craftsman in carrying out work in accordance with his authority and responsibility in order to achieve the vision and mission of the organization (Siregar et al., 2021). To measure craftsman performance, there are 4 (four) assessment indicators, namely (1) Quantity (quantity), (2) Quality (quality), (3) timeless (standard working time) (4) need for supervision (ability to work independently without supervision from superiors)

Skills are individual characteristics that underlie a person and cause them to be able to show effective or superior performance or productivity in a job, such as in the activities of purun craftsmen in Palm subdistrict, their performance can be seen from how they can produce products in the form of purun crafts that are of good quality, have innovation, diverse products and timely completion.

Based on observations in the field, it was found that the quality of the resources of purun craftsmen in Palm sub-district, especially in the areas of skills and education, on average is still low. This can be seen from the overall variety of crafts produced, there are still few types, the overall quality of the products is still low and still needs to be checked. and the level of education of the craftsmen, on average, is only a primary school (SD) graduate, so that their ability to grasp skills or expertise requires more patience and time, and sometimes they cannot even grasp it. Based on these facts, it is necessary to develop the performance of the purun craftsmen so that their business performance becomes better, which will have an impact on the continuity of the purun craft business in Palm sub-district. Based on the background above, the formulation of this research problem is How to Develop the Performance of Purun Craftsmen, Palm Subdistrict, Banjar Baru City to Improve Skills in Efforts to Improve Product Quality.

## 2. RESEARCH METHOD

Research methods used to study performance development, skills and product quality. So the research used is the Systematic Literature Review (SLR) method (Sangwa & Sangwan, 2018). The activities are as follows: Topic selection: Determine the research topic to be studied, namely analysis of the role of training and human resource development. Database selection: Choose a database that will be used to search for articles relevant to the research topic. The database used is Google Scholar. Keyword selection: Determine the keywords that will be used in searching for articles. Some of the keywords used are "training", "human resource development", and "performance". Article selection: Search for articles based on predetermined keywords and select articles based on inclusion and

exclusion criteria. Some of the inclusion criteria used are articles published in trusted journals, articles related to the research topic, and articles published within a certain time period. Some of the exclusion criteria used are articles that are not relevant to the research topic, articles that do not meet the inclusion criteria, and articles that are not available online (Utami et al., 2021). Article quality evaluation: Evaluate the quality of selected articles using predetermined guidelines. Evaluation guidelines include criteria such as the research methods used, the data used, and the results obtained. Data analysis: Conduct data analysis on selected articles. Analysis includes data synthesis, interpretation of results, and conclusions obtained from selected articles. Report writing: Writing a research report in the form of an article containing information about the research topic, research methods used, research results, conclusions, and references for further research (Wu et al., 2016). So, by using the SLR method, it is hoped that research can be carried out systematically and structured to obtain more accurate and objective information.

### 3. RESULTS AND DISCUSSIONS

#### Purun Craftsmen Performance Development Through Skills

Based on research results, performance development is very influential on purun craftsmen. Because the interpersonal skills of craftsmen play an important role in determining whether or not they are suitable as craftsmen to be able to handle a project, because conveying inspiration for ideas for making crafts from purun materials requires skills so that the delivery is structured in a clear and directed idea. Performance development in its implementation is an effort to improve capabilities in the long term. Literature review in development. (Wulandari & Ali, 2023). Development does not only include activities that improve performance at work but brings personal growth in helping individuals to move towards maturity and also brings personality growth and actualization of potential capacity to not only become good but become a better person. As John Maxwell said, "*the greatest enemy of learning is knowing*". There will always be new things that can be learned to improve skills, for example by applying these skills to new fields or people. Developing the performance of craftsmen has a broad scope to improve the knowledge, abilities and attitudes possessed by craftsmen. Performance is a work result that is achieved in quality and quantity by someone while carrying out their tasks with full responsibility imposed by the company to complete their tasks in order to achieve their goals (Arifin, 2013).

Results of interviews with the Purun Al Firdaus group, Mrs. Maria Ulfah, "where performance will influence the assessment of craft making activities, whether a craft product is good or not depends on the craftsman's performance." So here, as an administrator in this MSME, we provide an assessment to the craftsmen on the results of their performance in order to create performance that is reliable and innovative, and the MSMEs also provide good performance for the craftsmen, and the craftsmen get good skills too.

Galuh Cempaka group of purun material craftsmen, Mrs. Siti Fatimah "with the presence of many and the skills that are trained, there will be many ideas in developing the shape of bags, sandals, trays, hats from the purun plant, into beautiful products so that they can reach the national market and as souvenirs typical of the South Kalimantan region." A thriving work environment can solve problems for related problems in the future. By learning a lot about how to make bags from the training, you will be motivated to continue and continue to improve your skills. The benefits of developing the performance

of purun craftsmen can be felt by these craftsmen in an effort to improve their own performance. Apart from the benefits for these craftsmen, this performance development is also beneficial for MSMEs (Kumala et al., n.d.).

The advantage of the craftsmen is the knowledge they have, the experience they have, increased courage, and communication is also very smooth and so on, with performance development activities it can also increase the profits of individual craftsmen and MSMEs so that they are able to compete in the market industry (Shalahuddin et al., 2018). Developing individuals in improving skills, knowledge and attitudes. Improvements in making beautiful bags that can adapt to consumer desires really need attention so that a business can survive in accordance with the development of modern bag models or according to consumer desires (Susilawati et al., 2022). Where day by day there are more and more changes in the models of beautiful bags which adapt to the times and the models that consumers want. It was concluded in the interview that purun craftsmen have made great efforts to improve their skills and knowledge in the process of making crafts from purun, which have adapted to the tastes of the models desired by consumers.

The results of this research are in accordance with the research of (Haji et al., 2021). Influence Of Knowledge Management, Skills and Attitudes Toward Employee Performance. "Knowledge, Skills, and Attitudes Management simultaneously have a significant effect on employee performance at the Head Office of PT. Langsa Perkebuanan Nusantara I where F count value is  $25.477 > 3.29$ ".

#### Purun Craftsmen in Improving Product Quality

Crafts (*craft*) creative industry craft subsector is a creative activity related to the model, creation, production and distribution of products made and produced by craftsmen starting from the design to the product process, as for crafts made in the Purun craftsmen group, Palm subdistrict, Banjarbaru City, mostly in the form of beautiful bags specifically for women, sandals, hats, mats and home display accessories (Purnomo, 2016). The challenges in crafts are very big, especially in developing craft products into other business lines, where there must be synergy so that crafts play an important role in the regional economy, because the added value of objects occurs after they are touched through the existence of creative industry and the application of technology (Nurcahyanti & Affanti, 2018).

Results of interviews with Mrs. Mufidah's Purun Al Firdaus group. "Currently, the purun craftsmen in Palm Village are all mothers who live in the Palm Village area and the majority are housewives. However, with skills through knowledge, it is hoped that craftsmen can produce craft products tailored to existing demand. Purun craftswomen can produce two to three types of products per day, including making bags, sandals, accessories and so on. And this really depends on the type of production size being made, where marketing can be through orders from universities, orders as typical Banjar souvenirs, individual orders, craft traders, souvenir traders or the government."

Product quality is very important for consumers when they want to buy a product, because product quality can be an important consideration for consumers when they want to buy a product. It can be said that product quality is interconnected with consumer buying interest in the product (Dharma & Sukaatmadja, 2015). According to (Othman, 2017) quality is the general characteristics and characteristics of a product and service in terms of its ability to fulfill specified requirements.

Galuh Cempaka group to the purun material craftsman, Mrs. Yolanda Fitriani. " The quality of the product from purunini material is very strong, then designing a model according to order is very easy to help because the material is easy and smooth, when woven it is easy according to the shape of the model. The results of this purun material are also very high quality, for example making bags, this can last for years. Then consumers usually look at the basic motive to fulfill their purchasing needs, consumers usually also observe whether this purun product has adequate or good quality. "Therefore, product quality is very important in determining the products offered, products made from purun material have proven quality."

The results of this research are in accordance with Muhammad Daffa Kresna Ajiyadkk's research, 2023 "The Influence of Product Innovation, Product Design, Product Quality, on IKEA's competitive advantage. Where the research results "Results prove that product innovation, product design and product quality have a significant effect on competitive advantage."

#### Education and Rechecking in Craft Development

Education in human resource development as an increase in formal work ability and related to career development, human resource development is expected to be biased through education because education helps in the work ability and productivity of a craftsman (Solong, 2020). If the education program does not have enough expectations, the group supervisors can develop these craftsmen by providing training or guidance in making purun craft products. Getting a good shape for your craft requires the patience and skill of the craftsman. To be able to organize and develop human resources as an organizational sub-system in planning and assessment programs, such as *human power planning, performance appraisal, job analytics, job classification* and others that really need to be done (Suprihanto & Putri, 2021).

Purun Ibu Mufidah Craftsmen Group Interview. With the provision of education, these craftsmen will be skilled in making their crafts, crafts whose results are beautiful and beautiful require truly well-planned assessment and planning. Therefore education is needed or at least provided with training.

The results of this research are appropriate. Galih Ajeng Ullifah and friends, 2023. Title Research on Development of Woven Crafts to Improve the Economy of the Sidoarjo Village Community (Case Study of "ZR Woven" Crafts in Dukuh Pintu, Sidorejo Village). The research results show that woven craft products in Dukuh Pintu Sidorejo Village have great potential to be developed because they are superior products in the MSME sector.

#### 4. CONCLUSION

Regular skills development can help increase the knowledge and abilities of craftsmen in completing their crafts and can also improve craftsmen's performance. The faster the craftsman learns something new, the more it becomes a bonus for the individual craftsman as well as for the purun group. Apart from the group of craftsmen making purun materials, the community also creates craftsmen using crafts typical of the Banjarini region, in order to explore and develop cultural products that contain philosophical use values by highlighting regional localities as forms of works of art, because they are the result of skills that require aesthetic values. and skills to train patience to produce quality products. With the need for education from craftsmen, group supervisors can coordinate with the relevant government to pay attention to the work performance of skilled and trained craftsmen. To

maximize the development of capabilities and products, of course, there must be further research related to how people want to change their mindset and creativity towards the times. To maximize the development of capabilities and products, of course, there must be further research related to how people want to change their mindset and creativity towards the times.

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