

# Society And Human Resources Review Of Bukit Batrem Ditric

Fivi Rahmatius Sofiyah<sup>1</sup>, M. Umar Maya Putra<sup>2\*</sup> and Ami Dilham<sup>1</sup>  
{\*umar\_yazli@yahoo.com}

<sup>1</sup>Fakultas Ekonomi dan Bisnis, Universitas Sumatera Utara, Medan, Indonesia,

<sup>2</sup>Fakultas Ekonomi, Universitas Al Azhar Medan, Medan, Indonesia

**Abstract.** The purpose of this research to describe the socio economic mapping for the community around Bukit Batrem District in Dumai Regency. The problem was the analysis of the community needs and potential resources. The data used is primary data that have been obtained to do data entry based on the guidance obtained from the actors concerned, there is a transfer in the form of qualitative data into quantitative measurement techniques reference instrument of society and human resources mapping strategy. From the results of this study indicate that productivity, efficiency, guarantees, risks and good society conditions, so assistance is needed that is right on target both short and long goal in accordance with the objectives of proper environmental conditions, innovation, empowerment and sustainable.

**Keywords:** society, human resources, innovation, empowerment

## 1 Introduction

Society is need to get the best performance in making the innovation for getting the high value of human resource for competing the business chance. By uniting them in its difficulties, it requires some variables intended for community who can solve all the problems to get the best future. Small businesses are businesses that rely beginner's success. The effort is successful or not, be big or small fixed, rotating or piled dead. Small businesses all limited: limited capital, employees slightly, moving locations, and so on [1]. Some problems that are generally happened by most communitis in Indonesia is the level of productivity in getting the real outcome. The quality of them which have an effect on the business activity are not optimal. From this phenomenon, the main problem is the productivity from the that will get quality capital in human activity. In realizing their welfare, the first step is the support of special facilities from the government, especially in improving the quality of entrepreneurship as the main role and the development strategy. Government programs and education can make direct business development to be more focused and certainly required to know the business objectives both in short and long term in creating the best human creativity [2].

In entering the global market, a strategy is needed through a module understanding in developing the service business through a service approach. Preparation that must be done by a service marketer in entering the global market is to develop new ways of creating value for customers through the use of services that can integrate differences in heterogeneous customer demand from various nationalities with diverse mindsets, customs and various forms of perception and the desire of a service related to social problems.

Entrepreneurship student program is to develop their skills and earn the profit oriented. The commodities produced can be in the form of goods or services which is one of the basic capital of entrepreneurial students and prepare the market competition [3].

The effects of the market mentality, a more critical approach to social capability. In terms of improving the bases of the businessman performance. It is necessary to study the location ability as a good expert. The economic gap will make culture lag that still expects the opportunity to become a qualified human life and will be able to make the cracker value [4].

By improving the social ability is one effort in Indonesia. Social ability in all over the quality of life for education (scholarships), health, distribution of food, disaster victims, assistance for child-delivery and reduce the problem made[5].

In the development of a company, it needs to be done a faith to raise awareness together. The condition of the company is certainly related to the residents around the company. The activities of citizens can certainly affect the concern for the company in the sustainable development [6]. The improvement of stakeholders will make the ability in their importance is also a method of analysis in making the standard of life. It is important to pay the regulation for providing the economic performance. By getting the best result to the social networking among the workers quality in competing by Asian Economic Community [7].

The quality of Human life is required an entrepreneurship skill to support the real innovation so as in improving the performance of the corporation. It is needed the ability in combining every capital gained in the amount of it from the community who can reduce all problems to reach the market penetration globally [8]. The customers are fully targeted to all marketing activities in business competition. The company earns millions of dollars to attract and make them loyal. The globalization of the financial markets, building customer can make a critical strategy for most its institutions [9]. Competition among MSMEs will usually encourage them to move more rigorously in improving their products. Competition is not only what is produced, but also what they add to their products, so that the product has the added power that can make consumers interested [10]. Economic actors are controlled through surveillance in all over the world. It is commonly the support the regulation that has been made for getting the best result in getting the market share in following the strategy [11]. The investigation in the area authority in following the emerging markets as to get the economic quality as a whole. The market ability is made by the tight competition in getting the best market ability [12]. Deliberate release into the environment for testing as experimental one related to their further utilization in agriculture or in other sectors of the economy, or for any other specified purpose [13]. The economics can be connected in psychology performance. As the its effect, The spirit in getting the economic decision will get firms and markets ability [14]. From the related phenomena, the problems can be discussed such as how the process of society and human resource activities is managed and the best recommendations for the program and its role for Bukit Batrem District.

## **2. Method**

For the research method is using the qualitative approachment from 2011 – 2015 in Bukit Batrem District Performance. The problems were made based on society and human resources in the activities of the community in economic activities among the quality of life. It is the representatives of them in phenomena of them. From variables made, There was interview performance among them. The empirical is made by collecting the book, journal and the information among them.

### 3 Discussion & Analysis

#### 3.1 Bukit Batrem Performance

The current economic condition has a lot of progress due to the position for developing economic development located in the middle of Dumai Regency. Most of the area is a residential area and has a livelihood as private employees and casual daily workers. The diversity of the livelihoods of the people makes this area begin to develop with a fairly high economic turnover. The composition of the population according to livelihood as presented in table 1 is as follows:

**Table 1.** Total Population Based on Livelihoods

No.	Livelihood	People
1.	Student / Colleger	1366
2.	Taking care of household	1958
3.	Civil servants	52
4.	Soldiers	35
5.	Trading	70
6.	Farmers / Planters	8
7.	Private employees	167
8.	State-owned enterprise Employees	5
9.	Entrepreneur	771
10.	Other Jobs	1761
11.	Not Yet Working	2300
	<b>Total</b>	<b>8493</b>

Source: District Office In 2015

Bukit Batrem District is inhabited by many ethnic groups. At least there are 8 ethnic groups who currently live side by side and mingle with each other peacefully. They are Malay, Acehnese, Batakese, Padangese, Bugisnese, Lomboknese, Javanese and Chinese. This heterogeneity makes it increasingly rich with diversity of culture that grows in the midst of society as strengths.

#### 3.2. Identification of Social Problems

The role of small businesses in Indonesian economic is felt to be very important, especially in employment opportunities, income equity, rural development and others. The Efforts to develop small industries are the right steps as an instrument of government policy to resolve the economic and social problems at this time. The culture of domestic products is one of the way that the government promotes it to encourage them. Some of the obstacles often faced by managers are:

- Limited funds in developing capital  
In general, managers of small industries come from low economic groups with limited educational background. Limited funds make it difficult for their businesses to develop and are unable to serve market demand, not even a few of them whose capital is used up to run their daily needs.
- Limited technical capabilities.  
They include the procurement of raw materials and equipment for standards, designs and product quality. Lack of knowledge about the raw materials, the latest technology and the

development of fashion in the market causes the appearance of small industrial products to be generally less attractive, less neat and non-standard quality so that they are unable to compete with other products.

- Limited marketing capabilities  
The limitations of marketing capabilities cause many of them are unable to break through the market.
- Environmental Problem  
From the informal purpose that starts from its aspects is a solution to solving them. Its program reduces the problem of education by increasing the aspect of entrepreneurship while overcoming social problems and education in the legal section on land ownership which is a benchmark for the community to participate.

### **3.3. Discussion**

The Small businesses that run in Bukit Batrem district get limited in capital, technical ability, marketing strategy and environment movement. They absolutely reduces is the level of productivity in producing, human capital and investment. Government is needed to make education program for business improvement to get the creative society. The entrepreneurship program is to develop the human resource to prepare the market competition. The social one is required to expect the opportunity to become a permanent worker and give the cracker in the area. The idea is similar to [1], [2], [3], [4]. The process in residents ability in the company approachment can get the company ability in human life. It is important to get best result in market life in market penetration. It is the main point in getting the society to be able to get the qualified education to increase improvement and be ready in Asean Economic Community. It is the same opinion as [5], [6], [7], [8]. The society are fully targeted to all marketing activities in business chance. It is not only what is produced, but also what they serve, so that it can make consumers interested with the regulated economic system. The economic factor can be improved to be able to get the inner ability through the community and get the best target as the opinion of [9], [10], [11], [12],[13], [14].

## **4. Conclusions & Recommendations**

### **4.1. Conclusions**

- The Community ability in Bukit Batrem district get limited in in such varibale in getting quality of life.
- It is important to identify society directly to group stakeholders in the local economic condition.
- The society are fully targeted to all marketing ability in business chance and the education startegy in entering the global market.
- The Government is needed to make education program for gettig the qualified human resource and creative society.

## 4.2 Recommendations

- It should be able to create productivi is needed that is right on target both short term and long goal in accordance with the objectives of proper environmental conditions, innovation, empowerment and sustainable
- For the short one, the policy reference that can be implemented is the empowerment and entrepreneurship training for the community to further develop the skills and creativity of the community by directly cooperating with the business link in order to increase competition in the Asean economic community era.
- For the long one, a policy can be made that touches on the broader aspects of society and to make business innovation and sustainable development patterns by prioritizing data and feasibility to solve competition with terracing and checking periodically.

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