

## Human Resource Skills in Packaging MSME Products

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### Abstract

The tourist village of Hariara Pohan, located in Harian sub-district, Samosir regency. Hariara Pohan Tourism Village has great potential in developing Micro, Small, and Medium Enterprises (MSMEs) products that support the tourism sector. Human Resource (HR) skills in packaging MSME products are a key factor in increasing the appeal of local products and expanding the market. However, common problems faced include unattractive packaging design, packaging materials that do not meet environmental standards, and a lack of understanding of the correct product information for tourists. This research aims to identify HR skills in packaging MSME products in Hariara Pohan Tourism Village, analyze the problems encountered, and provide strategic solutions to improve packaging quality. This study uses a descriptive qualitative method with data collection techniques in the form of in-depth interviews, field observations, and documentation studies. The research respondents consisted of MSME actors in Hariara Pohan Tourism Village. The data analysis technique used is thematic analysis to uncover patterns of problems encountered and the skills required in the packaging process. The research results indicate that HR skills in product design and packaging are still limited. The problems encountered include a lack of creativity in creating attractive packaging for tourists, limited access to quality packaging materials, and a lack of knowledge about marketing products through informative and standardized packaging. Based on these findings, the recommendations provided include training in packaging design skills, collaboration with suppliers of environmentally friendly packaging materials, and strengthening HR capacity in understanding international packaging regulations and standards. By implementing these recommendations, it is hoped that MSMEs in Hariara Pohan Tourism Village can improve the quality of their product packaging, not only to attract tourists but also to increase the value of local products in broader markets.

**Keywords:** creativity, Documentation, studies, packaging, marketing

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### A. INTRODUCTION

In recent years there have been many changes and growth in the world of msme. Currently many companies are struggling to face the challenges caused by globalization and competition between companies. Because Msme contribute significantly to a country's gross domestic product (GDP) and provide jobs for a large number of people. in the midst of an increasingly developing world, companies really need good resource management for the future survival of the company. Msme are usually carried out by small groups and managed by the owner directly. Msme usually do not have a clear organizational structure because most of the company's affairs are still held by the owner. Msme are known to focus more on operational aspects and ignore people management issues. Growing technological advances have a positive impact on production systems. This will also affect the quality of one's work both in terms of skills and others. Although most entrepreneurs have implemented advancements in their work system, they also

forget that the role of human resources is still very important for the progress and success of their business. Msme have to undergo some changes when they compete with global companies and other large buyers, as they depend on supply contracts with the same companies. This is also a problem and challenge for Msme, especially those doing business in other countries.

The concept of Msme itself is actually quite problematic, there are many differences in terms of shape, size and capital used. in America there is no standard definition of Msme there they can employ up to thousands of people and still consider them Msme. until now there has been no formal concept of Msme or medium-sized companies, but the term small-scale industry is widely recognized. New or old business sectors can already consider the use of environmentally friendly packaging because it will have a good impact on the environment. environmentally friendly packaging also has a positive impact on companies both in terms of economic, social and others. environmentally friendly packaging is also considered the future for companies for sustainability. Some companies have begun to realize the importance of environmentally friendly packaging so that they can compete with competitors. advertising also needs to be called environmentally friendly advertising. Environmentally friendly advertising is one of the methods used by marketers to position their products as environmentally friendly products in the minds of consumers so that they become their own advantage. Therefore, the purpose of this research is to train human skills in packaging msme products.

The background of this research is to see the circulation in the market of packaging from the umkm of Hariara Pohan village which is still not good and attractive to consumers and believes in human resources that can still be developed in further training so that a sense arises to develop and train the Hariara Pohan community in doing good packaging. And the purpose of writing this article is to show that there are still human resources who are actually able to create packaging or new products to be developed.

## **B. RESEARCH METHOD**

By considering the importance of detailed and contextual mapping of realistic human resource management in MSME, the author decided to prepare a case study related to this matter. The place of this research is based in Hariara Pohan village. With this good opportunity for research, the author immediately came to Hariara Pohan village to conduct direct research, there we met the head of a tourism awareness group to understand the author's needs. He then introduced several MSME actors, the MSME actors produce goods for resale both within the village and outside the village. After having several discussions, it was decided to compile a case study about human resource skills in packaging Msme products. Firstly, the head of the tourism awareness group and several MSME actors were interviewed about their knowledge of human resource skills in MSME packaging to complete the required information. and after long discussions it was finally decided to appoint several MSME perpetrators in this research. Next, the MSME actors arrange a time to visit their MSME location to see and meet directly with other members for data collection. To provide facilities for data collection, several meetings were scheduled, each meeting lasting around 60 to 90 minutes and after collecting the data, we finally discussed it again with the tourism awareness group to validate the data. data collected in October 2024

This research procedure is carried out by directly meeting the research subject, namely Mr. Hojton as the head of the Hariara Pohan village darwis group as well as one of the umkm actors who still need improvement in packaging problems and meeting several existing umkm such as malatam, sopongan. the method of data collection in this study is to conduct interviews and direct practice to the subject, namely the umkm actors of Hariara Pohan village. As well as also analyzing the various causes that occur, such as the lack of further training on good and correct packaging skills.

### **C. FINDINGS AND DISCUSSION**

most msme owners usually don't have good hr management. This is evidenced by the narrative that has been constructed in this paper. Msme relies heavily on the ability of just one person, namely the owner of the company. msme actors believe that in the absence of structured management and good management, they can also save in terms of costs. They underestimate good human resources, even though good human resources can improve company performance and profits. Getting good resource management is not a difficult problem. Management just needs to familiarize them in their daily work. We can also observe them by creating an overtime system. Payment of wages in some organizations is done by looking at their results and performance. Such a system is also considered by companies as a good system because it can be a motivation for employees to work hard and enthusiastically. Direct management is a characteristic of indigenous people

MSMe owners involve themselves directly in managing the company. A good and supportive atmosphere in the workplace can improve the performance of the work carried out by employees. It can also increase people's interest in joining them as part of the MSME. This can also create good relationships between employees and workplace owners.

The main problem found during the study was the lack of creativity of UMKM actors in Hariara Pohan village, both in terms of skills in packaging and designing, and the lack of main materials in making good packaging. And also the lack of extensive knowledge about how to market well and attract consumers to buy the product. Based on the findings of the data Based on these findings, the recommendations given include packaging design skills training, cooperation with suppliers of environmentally friendly packaging materials, and strengthening human resource capacity in understanding international packaging regulations and standards.

#### **D. CONCLUSION**

The lack of formalization in human resource management will make the work of MSMEs less than optimal. A good relationship between workers and owners is a characteristic of MSME. Piecework wages are an encouragement for employees to do good and good work. The overtime system is a way for senior employees to train their relatives, especially in making good packaging or products for the company. Building mutual trust between employees at MSME has also been proven to improve their skills. And which in the end can also improve performance in the company both in terms of skills, punctuality and creating good brands and packaging to support their performance. So that MSM players can better see the good side of human resources for better sustainability and sustainability of the company in the future

It is expected that in further research to continue to see and pay attention to good packaging and human resources. Because the findings in the field at the time of this study were that there was still a lack of skilled human resources who understood the development of packaging and were able to do it well. because human resources are the main key to success in running a business and making it progress and develop.

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