

Analysis Strategy Business as Effort Business Development in Developing the Potential of Pematang Serai Village, Langkat Regency

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Abstract

This study aims to analyze the influence of work ability, work experience, and teamwork on the performance of the community of Pematang Serai Village, Tanjung Pura District, Langkat Regency. Individual performance in society plays an important role in supporting the development of source Power local and industry creative village, specifically in optimizing the potential of arts, crafts and wisdom local. Hypothesis The proposed ones include: (1) work ability has a positive and significant influence on performance, (2) work experience has a positive and significant impact to performance, as well as (3) ability Work and experience work in a way together influence performance public. Findings expected to be able to make a contribution theoretical in the field human resource management and practical input for village officials and local governments in improving community performance to support village welfare and growth. The results of this study are expected to be published in an international scientific journal indexed by Copernicus. Employee performance is one of the main indicators in achieving company targets, which is influenced by various factors such as knowledge, expertise, loyalty, motivation, and work environment. According to Kasmir (2018) and Hasibuan (2019), performance includes work results and behaviors achieved in completing tasks according to responsibilities. This study also explores How Experience Work, which covering long time work and job mastery level, can improve employee ability in completing their tasks effectively and efficiently. The research was conducted with a quantitative approach, using survey methods and statistical analysis to evaluate the relationship between these variables. The findings are expected to provide important contributions in the development of human resource management and become the basis for recommendations. for company in effort increase performance employee. Results study This expected can published in journal internationally indexed and recognized scientific journal.

Keywords: Business Strategy, Business Development, Small and Medium Enterprises

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Introduction

Human resources are one of the important elements of an organization both in government and private institutions because their function is very important in achieving the vision and mission that have been set. Human resources in this case employees are very important in determining the success in carrying out institutional functions. Institutions or agencies that have quality employees can certainly be an important factor in achieving the expected performance. Employees are assets and function as capital (non-material/non-financial) in in organization business Which can manifested into real potential physically and non-physically in realizing the existence of the organization. According to Cashmere (2018) Wrong One Factor Which can influence performance employee namely work ability. Employee work ability contributes to the achievement of employee performance in a company. The better the employee's work ability, the higher the employee's performance, conversely if the employee has work ability Which low so impact on low performance employee. Village embankment Serai, Tanjung Pura District, Langkat Regency has a variety of local resources and wisdom. local Which become potential in development industry creative. Wrong One resource local Which significant is art and craft traditional. Public Village Lemongrass Bund own skills in wicker, weaving, And craft hand other Which unique and valuable. By developing these skills through work experience and work ability can produce quality products and promote local craft products, the potential of these resources can be used as a basis for development industry creative. Besides That, local wisdom Which related with culture and Tradition is also an important resource. Pematang Serai Village has a rich cultural heritage, including dance, music, traditional ceremonies, and folklore. The integration of cultural and traditional elements in creative products can be an attraction for tourists. And consumer. Public Village Embankment Lemongrass sued for can carry out innovation and renewal in managing products with work skills and experience as well can work together with groups society so that improve performance in developing village potential. Based on this background, an analysis of work capabilities, work experience and teamwork towards community performance needs to be carried out to improve and implement task Which has become not quite enough the answer with Good and results Work which is good for improving the welfare of the people of Pematang Serai Village.

Literature

Rivai (2016:309) explain that performance is behavior real Which displayed each person as performance Work Which produced by employee in accordance with its role in the company, so that If employee capable finish his job with achieve what the company expects for the

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position held by the employee, then the employee has good performance. Kasmir (2018) said that performance is the result of work and work behavior that has been achieved in completing the tasks and responsibilities given in a certain period. According to Kasmir (2018) the factors that influence employee performance are as follows: Ability and expertise, Knowledge, Work Design, work loyalty, personality, satisfaction Work, discipline Work, environment Work, culture organization, leadership, work motivation, work commitment, teamwork.

According to Thoha (2018) employee capability is defined as a condition that shows elements of maturity that are also related to knowledge and skills that can be obtained through education, training and knowledge. Based on these definitions, it can be concluded that capability is the ability or skill of an individual in mastering a skill and is used to carry out various tasks in a job. According to Mulyawati (2014) in employee recruitment, the job qualifications required for to hold a position, education, experience, and skills Which must owned. With the taller level education an employee, so he will have knowledge or outlook Which Wide and supported with experience Work that he has, then an employee already has a plus value in carrying out his responsibilities. Armed with the experience he has, an employee also already has the skills and knows the right way to complete his tasks.

Research Design

Researchers who use a quantitative approach will test a theory by detailing it. a hypothesis Which specific, then gather data for support or refute the hypotheses. The approach that will be taken in this study is a quantitative analysis approach based on statistical information. The research approach that answers research problems requires careful measurement of the variables of the object being studied to produce conclusion Which can generalized let go from context time, place and situation. Method quantitative can interpreted as method study Which based on the philosophy of positivism (Sugiyono, 2013). This method is used to research a certain population or sample, data collection using research instruments, analysis data According to (Sugiyono, 2013) sample is part of amount and characteristics that owned by population. What Which studied from sample That, in conclusion will can be enforced for population. For That Sample Which taken from population must truly representative (represent). Technique taking sample Which will used in This research is a saturated sample or total sample which is a sampling technique when all members of the population are used as samples. This is often done when the population size is large. relatively small, not enough from 50 people, or study Which want to make generalization with very small errors. The sample in this study was 50 respondents.

Results

Study This nature quantitative with approach survey with 50 Respondent Which consisting of business actors and stakeholders in Pematang Serai Village. Compiled to evaluate the perception and implementation of existing business strategies, conduct direct observations to practice business in field. Majority Respondent aged between 30-50 years with 60% being male with more than 5 years of business experience.

Model Equality Regression:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

- Y = business development.
- X₁ = strategy marketing.
- X₂ = product innovation.
- X₃ = access capital.

Results Analysis: All variable independent (strategy marketing, innovation product, access to capital) own influence significant to development business with p-value < 0.05.

Test Hypothesis

- a. **T test:** Every variable independent influential significant in a way partial on the dependent variable.
- b. **F test:** The overall regression model is significant with F-count value > F-table.

Conclusion and Suggestion

a. Conclusion

- 1). Strategy business Which involving improvement marketing, innovation product, and access to capital significantly supports business development in Pematang Serai Village.
- 2). **Recommendation:** Need strengthening program training and collaboration with external parties to increase market access and capital.

b. Suggestion

- 1). Recommended for do mentoring periodic for perpetrator business in designing and implementing effective business strategies.
- 2). Improvement synergy with government area and institution finance for support access to capital.

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