

Human Resources Development Strategy for Small and Medium Enterprises (Smes) In the Field of Information Technology Amid the Covid-19 Pandemic

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Abstract

Human resources (HR) is one of the main factors in business development. Similarly, in small and medium enterprises (SMEs), HR in SMEs has an important role in improving business. The low quality of human resources is one thing that needs to be addressed in the problem of SMEs. Especially amid this Covid-19 pandemic, SMEs must be smart and creative in developing their human resource capabilities so they can continue to survive amid a pandemic. According to Kuncoro (2001) problems faced in developing SMEs are (1) weak in gaining market opportunities and expanding market share, (2) weak in capital structure and limitations in obtaining capital channels, (3) weak in organization and management of human resources, (4) limited business networks between entrepreneurs, (5) business climate is not conducive, (6) coaching is not integrated, and (7) lack of trust and community care. Some other SMEs problems are mostly caused by the ability of human resources (HR) in implementing strategies in utilizing HR appropriately. Innovation as a concept in the application of new ideas, products and processes, can be used as a key in developing SMEs, including in developing human resources. This is very necessary in improving the performance of SMEs businesses. Online-based sales required SMEs practitioners to innovate and improve the ability of HR in the field of Information Technology (IT) in order to operate SMEs supporting applications. In this case, the research method used is descriptive method in which the results of the study will describe descriptively about the strategy of developing the capabilities of SMEs HR amid Covid-19 pandemic. The results of this study are expected to be input for SMEs in improving HR capabilities.

Keywords: Development of SMEs HR, SMEs Information Technology, Pandemic Covid-19