

DEVELOPMENT OF HUMAN RESOURCES IN THE KELULUT HONEY CULTIVATION BUSINESS IN ALOR GAJAH MELAKA MALAYSIA

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Abstract

International Community Service for Human Resource Development in Kelulut Honey Cultivation Business in Alor Gajah Melaka Malaysia. The purpose of this International Community Service activity is to develop human resources in the Kelulut Honey cultivation business in Alor Gajah Melaka Malaysia. The International Community Service method uses lectures, mentoring, and case studies. The results of the International Community Service are an increase in skills in managing human resources in the Kelulut Honey Cultivation Business in Alor Gajah Melaka Malaysia.

Keywords: Community Service; International: Human Resource Development

INTRODUCTION

The development of human resources (HR) plays an important role in enhancing the skills, knowledge, and abilities of human resources within an organization, which is crucial for its success and competitiveness. This fosters employee engagement, talent retention, and a positive work culture, all of which contribute to achieving the organization's goals.

Organizations with effective human resource development strategies can adapt to ever-changing market dynamics, stay ahead of the competition, and attract the best talent. This also ensures that human resources can handle new challenges and opportunities in the continuously evolving business landscape. As a result, human resource development is a crucial aspect of an organization's growth and sustainability.

For every organization, human resources (HR) play a crucial role in driving the organization or a business entity. According to Susiawan and Muhid (2015), HR is the most important asset in an organization, whether it is large-scale or small. Likewise in kelulut honey cultivation business in Alor Gajah Melaka Malaysia.

Kelulut honey is a type of honey produced by stingless bees, which are non-stinging bees from the genus *Trigona*. This honey is known to have unique health benefits that are different from

honey produced by regular bees. One well-known species is *Heterotrigona itama*, which is commonly found in Southeast Asia, including Malaysia and Indonesia. The composition and benefits of Kelulut honey are rich, containing about 85% sugars, mainly trehalulose, which offers certain health benefits. Research indicates that this honey can aid in the management of diabetes and has anti-inflammatory and antioxidant properties. Additionally, Kelulut honey is also used in traditional medicine for wound healing and boosting the immune system.

The development of human resources in the Kelulut honey industry includes technical training, community empowerment, skill enhancement in production, and entrepreneurship development. With an integrated approach, competent human resources can support the sustainable growth of the Kelulut honey industry.

Human resource development is defined as a company or organization activity that aims to improve the abilities and skills of its human resources within a certain period of time. In more detail, Human Resource development can be interpreted as the most proactive sub-function because it starts at the level of identifying training needs, conducting a situation survey, to conducting training programs. The training is a continuous process but short-term, while organizational development is long-term and goal-oriented.

According to Khan (2020), the development of human resources is a form of enhancing the knowledge, attitudes, and positive work abilities of employees within an organization. Furthermore, Rao (2020) explains the definition of HR development as a process in which human resources are continuously and systematically assisted to acquire or sharpen the necessary skills to perform various functions related to their current roles or those expected in the future. HR development also aims to enhance employees' capabilities as individuals and to identify and leverage employees' potential for personal and/or organizational development purposes.

The condition of human resources in the Kelulut Honey Cultivation Business in Alor Gajah, Melaka, Malaysia is still very limited. There are 20 housewives who use their free time to engage in this business, thus their time is limited and their education is predominantly at the high school level. This International Community Service (PKM) aims to develop the human resources of the Kelulut Honey Cultivation Business in Alor Gajah, Melaka, Malaysia to enhance their skills. It involves training on creating brochures, videos, testimonials, the use of social media to improve marketing, and case studies of similar businesses in Indonesia.

IMPLEMENTATION METHOD

This International Community Service (PKM) method carried out involves problem identification, conducting pre-tests, providing outreach, conducting post-tests, and qualitative analysis. During the outreach, the background for the need for human resource development was presented so that the Kelulut honey cultivation business in Alor Gajah, Melaka, Malaysia can be improved in terms of quantity, quality, and sales turnover.



Figure 1 Group photo with the Human Resources of the Kelulut Honey Business in Alor Gajah, Melaka, Malaysia, with The International Community Service (PKM)



Figure 2 Documentation of The International Community Service (PKM) Activities



Figure 3 Documentation of The International Community Service (PKM) Activities

RESULTS AND DISCUSSION

Why is human resource development necessary? Human resource development is essential because the resources we have are limited, while the needs are unlimited. According to Khan (2020), human resource development is a form of enhancement of knowledge, attitudes, and positive work abilities of employees within an organization. Furthermore, Rao (2020) explains the definition of human resource development as a process where human resources are continuously and systematically assisted to acquire or sharpen the skills needed to perform various functions related to their current roles or those expected in the future. Human resource development also aims to enhance employees' abilities as individuals and to discover and utilize employees' potential for the purpose of personal development and/or organizational development.

Table 1 shows the Human Resource condition of the Kelulut Honey Cultivation Business in Alor Gajah, Melaka, Malaysia, and Table 2 displays the Targets and Outputs of this International Community Service Activity conducted.

Table 1 Conditions of Human Resources in the Kelulut Honey Cultivation Business, Alor Gajah Melaka , Malaysia.

No	Indikator	Kondisi Saat Ini	PKM Int yang dilakukan
1	Gender	Women (housewives)	Human Resources Empowerment
2	Education Level	Senior High School	Skills Improv ement
3	Sales	Direct Selling	Increase in SocialMedia Usage

Source: International Community Service (PKM) Data, 2024

The results of the service, after conducting pre-tests and post-tests, show that out of 20 participants in the counseling, all 20 participants understood empowerment, skills enhancement, and an increased understanding of the use of social media for promotion and sales. In this service activity, the Targets and Outcomes of the community service activities are presented as outlined in Table 2 below.

Table 2. Targets and Outputs of Community Service Activities

No	Partner Issues	Target/Output	Output Achievement
1	Human resources	Empowerment	Partners can do HR empowerment
2	Sales	Sales Through Social Media	Partners can sell through social media

Source: International Community Service (PKM) Data, 2024

CONCLUSIONS

Based on the results of the international community service activities (PKM) that have been carried out and evaluated by the International Association of Economic and Business (IAEB), it has been determined that this international community service activity has proceeded well and smoothly, with a success rate of above 75 percent. This can be seen from the results of the surveys, pre-tests, and post-tests conducted by IAEB with 20 participants in the community service, where 75 percent expressed being very satisfied and 25 percent expressed being satisfied. A suggestion for the next community service activity is Financial Management Training, so that the Alor Gajah Melaka Malaysian Kelulut Honey Cultivation Business can compile its financial statements better.

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