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Analysis of The Problem of Human Resource at Dalegan White Sands, Gresik, for Sustainability of Tourist Destinations

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INFO ARTIKEL

Abstract

Keywords:

Management, Human Resources, Performance

This research aims to determine the human resource development strategy for Dalegan White Sands tourism. This research uses a field research approach with observation and interview methods. The location of this research is the White Sands tourist area. The findings of this research are: There are quite a lot of problems faced by Dalegan White Sand employees, including a lack of good administrative management, for example, through a recruitment process that looks haphazard; the strategic role, namely that training has not been carried out to improve employee performance, and the operational role, namely that the employee input-output process has not been organized from planning to evaluation.

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INTRODUCTION

Human Resources has a fundamental role in a company's success, including its vision and mission (Wibowo, 2013). The current sources of competitive advantage are innovation and creativity (Safrizal, 2023). Human resources are by far the most important asset for an organization (Safrizal et al. 2020). Planning, management, recruitment and selection activities are an absolute obligation of the company to develop existing human resources. Quality human resources are a strength for companies in the current era of development (Mantiri, 2019). This is because many new companies or competitors have emerged that are the same as the current business. Human resources are integrated abilities, mental and physical abilities possessed by individuals; their behavior and characteristics are determined by their heredity and environment, while work performance is motivated by the desire to fulfill their satisfaction (Widodo, 2015). Several studies emphasize customer loyalty as the core of sales (Jannah & Pranjoto, 2023). As one example, tourism problems at Eduwisata Garam Madura have problems related to human resources (Sofia, et al., (2022)

Based on this, the company must plan good human resources to obtain the satisfactory results expected by the company. Companies must carry out the developments needed by employees. Companies must ensure quality for sustainability (Wildan, 2020). Before carrying out development, the company must pay attention to the problems faced in human resources so that evaluations can be carried out and development of human resources

can be carried out, further achieving the desired goals. In similar industries, a company must have a competitive advantage obtained from the human resources within the company, including tourism industry companies, which are currently experiencing many developments and differences managed sustainably. Digitalization gives more power to customers and makes businesses think about how to win the market (Jannah, 2021). This sector has quite an influence on the country's economy, specifically the village economy. New employees or new employees need training in order to increase work productivity. Companies must be able to place new employees according to their respective abilities and talents. A company must pay attention to its human resources to be able to achieve the company's vision, mission and goals.

The importance of human resource management can be highlighted from various perspectives, including economic, technological, political, legal and socio-cultural perspectives. One of the elements that plays an important role in development is the social capital owned by the community (Rasyid et al., 2023). Human resources are by far the most important asset for an organization (Faidal, 2020). Furthermore, (Siagian, 2007) put forward six perspectives or approaches in explaining the relevance and importance of human resource management. The six perspectives are the political Approach, economic Approach, legal Approach, socio-cultural Approach, administrative Approach, and technological approach. Internet users use the internet to communicate and make transactions, sell goods, do business, and work (Andriani et al., 2022).

In Gresik district, precisely in Dalegan village, there is a unique destination that is different from other destinations. Dalegan Village's specialty is its wide beach with beautiful stretches of white sand, which can attract domestic and foreign tourists to visit. The indirect contribution this white sand tourism provides is the use of it by the local community to open businesses such as renting tires for swimming, carpets, food stalls, content, and so on. Along with increasingly sharp competition due to rapid technological changes and drastic environmental changes in every aspect of human life, every organization needs human resources who have the competence to be able to provide excellent and valuable services (Faidal & Anshori, 2011). Marketing strategies have a strategic role in the success of a product in reaching consumers (Fathor & Fatmariyah, 2023). Dalegan White Sands Tourism, located in Dalegan Village, Panceng District, Gresik Regency, is the first tourist attraction in the Pantura area. The reason visitors/tourists come to Dalegan White Sands apart from visiting for tourism, namely therapy, is because many visitors believe bathing in the Dalegan White Sands Sea is an alternative for treating illnesses, especially rheumatic pain and so on (Zawawi & Siyadah, 2022).

However, currently, the tourism situation is experiencing a decline in visitors. Based on interviews with visitors, it was stated that visitors were reluctant to return to Dalegan White Sands tourism because of the emergence of many other tourist destinations and a lack of satisfaction with employee performance. Indonesia is a country that is rich in natural resources, human resources, and has land and seas that stretch geographically (Wildan et al., 2021). Human Activity Recognition has been researched for the past few years (Victoria, et al., 2022). Employees are something, so there is a need for a development process for employees, which results in tourist areas experiencing setbacks. So, to prevent this from happening, tourist attraction managers must make suitable strategies and plans so that the development of the tourism sector can run and develop according to expectations. Before carrying out the development process, there needs to be a process of reviewing the problems faced by Dalegan White Sands in terms of human resources.

RESEARCH METHODS

The research uses a qualitative descriptive research method describing the data collected and analyzed. The subject of this research is in the human resource development section in improving employees. The object of this research is the white sand tourism of Dalegan Panceng Gresik. This research uses 2 types of data collection, namely primary and secondary. Primary data obtained from interview observations. Meanwhile, secondary data was obtained from literature from previous research journals. Researchers try to obtain data by using data triangulation from sources or informants and in terms of time. The informants in this research were tourist visitors and managers of Dalegan White Sands

RESULT

Based on the results of interviews with visitors and employees, the results obtained are shown in the role matrix in Table 1.1 below:

Tabel 1.1 Role Matrix	
Informan	Hasil wawancara
Visitors	1. Employees do not have special skills such as smiling and saying hello, so they do not seem professional in appreciating visitors 2. Not yet wearing neat clothes 3. Insufficient number of employees
Manager	1. Miss on recruitment process 2. There is no sense of empathy to help each other 3. Lack of discipline 4. Low knowledge of human resources 5. Even distribution of employees from the local community 6. Employee turnover every year 7. Salary system without bonuses

Based on Table 1.1, it is known that there are many problems related to human resources in the Dalegan White Sands tourist destination through two sides of informants, namely visitors and tourist destination managers, first, from the perspective of visitors to tourist destinations. Visitors believe that employees at the Dalegan white sand tourist destination lack special skills, both knowledge and skills, that can increase visitor satisfaction.

The need for smiles, greetings and greetings from employees is a factor that visitors also pay attention to. Furthermore, visitors also saw that employees were wearing less neat clothes, and the number of employees was considered inadequate compared to the area of the beach, where there should be several employees in several spots, considering that tourist destinations on the beach are natural destinations that have the potential for disasters to occur.

If we examine it from the management side, it can be seen that the recruitment process is also a significant problem point. Equal distribution of employees based on local communities is a source of reason for the recruitment process. The recruitment process is only measured by people who register are accepted, and their performance is seen based on the disciplinary portion. If discipline persists, if discipline is lacking, a warning will be given, with the dismissal process being the final solution. Furthermore, employees from the local community still need to gain unique skills that could help improve the competence of other employees. Human resources' knowledge and abilities are essential for improving company performance. This also makes employees ultimately unwilling to help each other with other work. Employees feel that the salary they receive is only the basic salary without any additional salary or bonuses, which is another problem faced by employees at these destinations.

DISCUSSION

If we look closely, one of the big problems for Dalegan White Sands Tourism is finding professional and skilled human resources, both from a technological perspective and even more so from a managerial perspective. If these human resource problems are not corrected, the company's productivity, efficiency and competitiveness will be hurt. Therefore, one of the company's goals and strategies is to develop technology, managerialism and professionalism in human resources and increase productivity by improving employee performance. Based on direct observation and research, it turns out that Dalegan White Sand Tourism implements three human resource management roles to improve the performance of its employees, namely:

a) The Administrative Role of Human Resources Management

The role of administration is to shape the recruitment process well. Even though it is bound by the requirement to recruit local people, some requirements must be fulfilled. For example, have at least completed high school, be polite, or even have special skills needed by the destination, such as managing social media accounts for promotional purposes only.

b) Operational Role of Human Resource Management

This role includes the operational role of human resource management. This requires planning, organizing, reviewing and supervising employees. The importance of this

management is the forerunner to the company's good employees. The planning process, for example, must be planned for the needs of employees; organizing explains a clear organizational structure, making it easier for clear job explanations as well; reviewing during the work process; to evaluate by measuring whether employee performance is good or not as measured by indicators.

c) The Role of Human Resource Management Strategy

The role of this strategy is to improve employee performance. Suppose the limitations in special skills possessed by employees are based on the absence of limitations on particular skills. In that case, tourist destination managers carry out a process of increasing competence through training. The government provides many facilities to improve human resources, especially training for tourist destinations that become BUMDes (Village-Owned Enterprises). So, managers should be fine with spending more funds on this activity. Furthermore, quite a lot of online training is available.

From this description, it is known that the role of human resources is vital for running a company because human resources are the key to all problems in the company. Human resource management is the art of managing human resources to improve employee performance and the company's health. The importance of human resource management can be highlighted from various perspectives, including economic, technological, political, legal and socio-cultural perspectives. Furthermore, (Siagian, 2007) put forward six perspectives or approaches in explaining the relevance and importance of human resource management. The six perspectives are:

a). Political Approach

The importance of human resource management in a political approach considers that human resources owned by a country are critical assets; human resources that are qualified, educated, trained, skilled, and creative will influence the success of an organization starting from the micro level, country level and even at the international level. Human resource management plays a role in managing other resources more effectively and efficiently and increasing productivity. From the perspective of a political approach, white sand tourist destinations must have human resources who are educated and have more skills.

b). Economic Approach

From an economic perspective, human resources are often viewed as one of the production factors in efforts to produce goods and services by economic units. However, human resources are dynamic individuals and are central to organizational activities. Thus, humans cannot be equated with equipment because humans have control over the organization's success through their potential. Human resource management is about fulfilling economic interests and achieving overall organizational goals. The economic approach of White Sands tourism must involve economic activities and be the center of all the successes achieved in this tourism.

c). Legal Approach

The main instrument to guarantee this balance is legal provisions, meaning that the rights of citizens are guaranteed in various regulations and legislation; the importance of obtaining human rights is usually stated in the state constitution. The importance of balance regarding the clarity of individual rights and obligations in the organization can be managed effectively through the role of human resource management. Through this legal approach, White Sands tourism must have employees who follow the rules of the tourist attraction. Furthermore, there needs to be rules formed by managers for the progress of tourist destinations.

d). Socio-Cultural Approach

The socio-cultural approach is critical because it is directly related to dignity and human dignity. The satisfaction of socio-psychological needs cannot be separated from social-cultural factors, meaning that it is tied to the social norms that apply in a society. Socio-psychological needs are related to the norms that apply in society regarding values that determine good and bad, which are indicators of other people's assessments. The socio-cultural approach to White Sands tourism can be seen in the requirement that the Pair Putih Dalegan tourist destination must have employees who themselves have honor and dignity within the company, believing that employees can improve their performance by the norms that apply in that society.

e). Administrative Approach

In the administrative approach, individuals are seen as organizational humans because humans cannot live without interacting and being dependent on others, so humans form an organization. Therefore, modern humans, called organizational humans, are in the spotlight in analyzing administrative approaches. There are three main focuses in the administrative approach, namely how human resource management can organize and manage resources more efficiently, effectively, with high productivity. White sand tourism must have an administrative approach that can effectively organize and manage resources with high productivity.

f). Technological Approach

Increasingly advanced technological developments affect all aspects of life, including human resource management. At first glance, the negative impact is the reduction in job opportunities because machines replaced more and more activities that humans previously carried out; humans are required to be ready to face challenges through increasing skills, expertise, ability to compete, innovation and creativity. On the other hand, with technological advances, everything can be done quickly to realize efficiency and effectiveness. All work feels light and is done in the digital era. Many companies have reduced the use of paper or are paperless, a breakthrough that changes the work system by minimizing paper use; work is carried out through programs such as websites applications and storing essential data in digital files. Human resources for White Sands tourism must have a technological approach that adapts to current developments followed by rapid IT developments. Human resources must continually improve their abilities, especially in the IT field.

Apart from the role of human resources, which has been explained previously, the actual problem related to human resources at the Dalegan White Sands Tourism Destination also lies in the lack of employee work motivation. According to Putra (2021), self-work motivation encourages oneself or others to work enthusiastically to achieve specific targets. Furthermore, Suwati (2013) explains that motivation reflects behavior that encourages doing a job.

Kurniasari (2018) states that motivation is divided into negative and positive. Negative motivation can be characterized by punishment from superiors to subordinates. Meanwhile, positive motivation can take the form of giving prizes to employees who excel. We have not found this motivation in the human resources management at the Dalegan White Sands tourist destination, so employees there cannot improve their performance. Sutrisno et al. (2023) state that a person's work motivation will run out if all their desires at work are fulfilled. Seeing the condition of Dalegan White Sand employees from the perspective of a payroll system without prizes and bonuses. This is a problem that is also important to find a solution for so that it can improve employee performance.

CONCLUSION

Based on the results of research that has been carried out, there are quite a lot of problems faced by employees of Dalegan White Sands, including poor administrative management, for example, through a recruitment process that looks haphazard; the strategic role, namely that training has not been carried out to improve employee performance, and the operational role, namely that the employee input-output process has not been organized from planning to evaluation.

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