

Counselling and Mentoring on Human Resource Management (HR) and Operational Standards (SOP) in Pring Ledok Tinjon, Madurejo, Kec. Prambanan, Sleman District, Yogyakarta Special Region

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Abstrak

Tujuan utama kegiatan abdimas ini adalah memberikan penyuluhan dan pendampingan terkait dengan Pengelolaan Sumber Daya Manusia (SDM) dan Standar Operasional (SOP) untuk para pengelola di Pring Ledok Tinjon. Kegiatan abdimas ini dilaksanakan di pendopo Pring Ledok Tinjon, dengan jumlah peserta sebanyak 10 orang. Materi yang disampaikan terkait bagaimana Pring Ledok Tinjon mampu mengelola SDM yang dimiliki, memperbaiki struktur organisasi, dan standar operasional yang harus dimiliki oleh tempat usaha sehingga kegiatan operasional yang dilakukan dapat berjalan dengan efektif dan efisien. Materi yang disampaikan oleh tim abdimas didasarkan kebutuhan dan permasalahan yang dihadapi oleh mitra. Hasil dari abdimas yang dilakukan diharapkan pihak mitra memahami penting manajemen dalam mengelola organisasi dan standarisasi dalam menjalankan operasional di tempat wisata. Sumber Daya Manusia (SDM) yang dimiliki dapat terlibat dalam kemajuan Pring Ledok Tinjon, memiliki koordinasi yang baik dengan sesama pengelola wisata Pring Ledok Tinjon.

Kata Kunci: Pengelolaan SDM, SOP, Pring Ledok Tinjon.

Abstract

The main purpose of this abdimas activity is to provide counselling and assistance related to Human Resource Management (HR) and Operational Standards (SOP) for managers at Pring Ledok Tinjon. This abdimas activity was held at the Pring Ledok Tinjon pavilion, with 10 participants. The material presented is related to how Pring Ledok Tinjon is able to manage its human resources, improve the organisational structure, and operational standards that must be owned by a business place so that operational activities carried out can run effectively and efficiently. The material presented by the abdimas team is based on the needs and problems faced by partners. The results of the abdimas carried out are expected that the partners understand the importance of management in managing the organisation and standardisation in running operations at tourist attractions. Human Resources (HR) can be involved in the progress of Pring Ledok Tinjon, have good coordination with fellow Pring Ledok Tinjon tourism managers.

Keyword: Human Resource Management, SOP, Pring Ledok Tinjon.



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INTRODUCTION

Human Resources (HR) is currently used as an asset in organisations to compete with other organisations, the ability possessed by humans cannot be replaced by one and the other. It is important for every organisation to have a clear organisational structure in the operational activities carried out so that the flow of work assignments also does not occur ambiguity, the organisation is also required to provide training and career development for every employee in the organisation because with the training and career development process employees in the organisation will feel that the organisation where they work pays attention to their abilities and employees also feel that the career path they have in the organisation is clear. Currently, organisations that compete not only in manufacturing or retail, in the world of tourism business

also compete with each other to provide excellent service for consumers, asset management, and preservation of culture and the environment. Human Resources (HR) who participate in managing tourist areas also play an important role in the success of operational standards of tourist activities, the attractiveness of a tourist destination, and have interesting communication skills with customers who come.

The challenges currently being faced in managing HR in tourist attractions are the lack of training provided by the organisation to employees, then the low level of formal education in the field of tourism, there are challenges of globalisation that make HR working in tourist attractions must also be able to communicate in foreign languages, then the development of existing technology requires HR to be able to apply technology both in writing financial reports using financial literacy technology, payments using Q-RIS, or mobile banking, reservation methods using both whatsapp and Instagram applications. With the right empowerment programme for HR in tourist attractions, it can provide a positive image, provide customer satisfaction, social and economic sustainability. Pring Ledok Tinjon is a tourist attraction located in Madurejo sub-district, which has the concept of a natural photo studio (traditional Javanese), a natural educational park (bamboo). Pring Ledok Tinjon is the result of mutual cooperation from Tinjon residents on 31 December 2018, jointly building Pring Ledok Tinjon into a tourist area with the concept of a nature studio. Pring Ledok Tinjon Ecotourism has a VISION to improve the standard of living of Tinjon residents, and with MISSION to improve the economy of Tinjon residents, preserve the natural environment around Tinjon hamlet, and special interest tourism (Nature, Culinary, family playground and photography). With this VISION MISSION has several activities, namely: 1) Creating regular and thematic outdoor and indoor photography & Photo Studio events. 2) Prepare properties for photo event activities, traditional costumes, traditional toys etc. 3) Prepare traditional culinary food to support tourism. Ecotourism is a form of sustainable tourism in the community that has a relationship with education and ecotourism is expected to be able to improve the economy of local communities and preserve the surrounding environment (Henri, et al., 2021). Successful tourism development is not only carried out by several individuals in the community, this tourism development must have the full support of the community in place to advance the potential of the village which will support the improvement of the local economy (Ulum & Suryani, 2021).



Picture1. Community working together for Pring Ledok Tinjon

The abdimas team sees that Pring Ledok Tinjon has the potential to be even more developed, but the challenges faced are that there is no Tourism Operational Standard at Pring Ledok Tinjon, and the human resources who are members of the tourism manager are better

able to improve management related to the organisation so that the job descriptions carried out are not ambiguous and human resources do not experience burnout at work. Operational Standards are guidelines that inform the procedures for operational activities in an organisation and ensure that all decisions made and the use of all means of organisational facilities run effectively, according to standards and systematically (Pristiana & Susanti, 2021).



Picture 2. Training and Assistance on HR Management and SOP

IMPLEMENTATION METHOD

Abdimas activities related to counselling and mentoring of HR management and tourism Operational Standards (SOP) are carried out at Pring Ledok Tinjon. The method used by the abdimas team uses Participatory Learning and Action (PLA) according to the needs of the abdimas partners (Silmi, 2017). This abdimas activity was carried out in several stages:

1. The survey stage, before carrying out activities, the abdimas team conducted a survey at Pring Ledok Tinjon. The abdimas team met with the managers of Pring Ledok Tinjon, then identified the obstacles faced by the managers of Pring Ledok Tinjon.
2. The planning stage, at this stage the abdimas team designs relevant strategies and solutions related to the obstacles faced by partners such as explanations related to management, organisational structure, training for managers, and Operational Standards that must be available at tourist attractions.
3. The implementation stage, at this stage the abdimas team held counselling related to the explanation of tourism management, HR management, HR training, then an explanation related to the Operational Standards of tourist attractions.
4. In the mentoring stage, the abdimas team provides assistance in managing the organisational structure of Pring Ledok Tinjon, the division of job desks of managers so that there is ambiguity in work, and Pring Ledok Tinjon has Operational Standards in services to consumers, as well as for the daily manager of Pring Ledok Tinjon.
5. The monitoring and evaluation stage, at this stage the abdimas team sees whether the counselling and assistance provided to partners can be applied and implemented properly, if there are shortcomings and discrepancies, evaluation and improvement will be carried out.

RESULTS AND DISCUSSION

The partner team was able to implement and improve the management of Pring Ledok Tinjon's human resources, the management team began to provide training to other managers on how to manage events, then photography, train how to communicate to customers who come so that the manager's involvement in each event gives confidence. The partner team also improved the organisation's management structure so that it is easier to communicate, higher

flexibility, and higher involvement of organisational personnel. The new management structure is already in place, so that operational activities run effectively and efficiently and the job descriptions owned by managers have a clear job design. The abdimas team tried to socialise the operational standards that were compiled by discussing with residents and managers of Pring ledok tinjon, the hope is that if it has a clear SOP Pring ledok tinjon is more neatly organised operational activities carried out. The approved operational standards are related to the operational standards of the daily manager 1) Tourism managers make preparations before the tourist attractions are opened, 2) welcoming visitors, 3) operational standards that must be carried out by managers during operational hours, 4) manager standards when closing. Then operational standards for visitors and operational standards related to disaster, where partners have signs or sirens when suddenly a disaster occurs when visitors are busy coming or when there is a photo event. The operational standards suggested by the abdimas team to the partners have also been implemented so that visitor safety is guaranteed, the service is satisfactory, and Pring Ledok Tinjon is also more organised as a photo spot tourist area.

CONCLUSION

This community service activity is an activity that is well received by partners, so that partners feel helped and encouraged to actively participate in this activity. Improved aspects of human resource management experienced success, the organisational structure was able to run well so that communication, flexibility, and the involvement of other managers also increased. The success of standardised tourism by making 3 tourism SOPs, namely the manager SOP, visitor SOP and photography event SOP and one disaster SOP reached 80%. The implication of this abdimas activity is that the counselling and mentoring provided by the abdimas team to the partners can continue, so that Pring Ledok Tinjon can have more existence in tourism activities and be able to compete with photo spot tourism services in the Yogyakarta area. The advice that the abdimas team can give to the partner is that the manager of Pring Ledok Tinjon always conducts benchmarking with tourist attractions engaged in similar service businesses, so as to always improve and evaluate matters related to management that are still lacking. Pring Ledok Tinjon is also able to read the potential opportunities it has such as always developing superior products of bamboo-based installation work can be developed into selfi spot tourism products and as an effort to structuring the area to make pring ledok tinjon ecotourism destinations a unique, aesthetic and caring tourist destination for the natural environment.

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