Conference Paper

Revitalization in Efforts to Improve Cooperative Capacity as a Community Economic Pillar Using the Integration of Human Resources Management Information and Adroid Technology (COOPLite)

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Abstract

The purpose of this study is to identify the factors that affect the low quality of cooperative human resources in Indonesia, and define new innovations for improving the quality of cooperative-based HR management collaboration and technology. Increasing the quantity of cases of cooperatives in Indonesia is often caused by poor quality management. The creation of the COOPLite application is one of the breakthroughs to minimize that ineffectiveness. By collaborating with the HR integration system IHRMS (with Android technology), it is expected that the HR managerial process can be carried out easily, effectively, and efficiently. The COOPLite application can make a significant contribution to improving the system and transparency of cooperative information in Indonesia.

Keywords: human resources, COOPLite application

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1. Background

The Minister of Cooperatives and SMEs, AAGN Puspayoga, said that in 2017, Indonesia had a total of 209,000 cooperatives. Among these, 147,000 are active cooperatives while 62,000 are inactive (Kompas, 21 February 2017). Meanwhile according to Suparno, Deputy for Supervision of the Ministry of Cooperatives and MSMEs, until 2015 the number of cooperatives that managed to implement RATs was only around 58,107 units. (Beritasore, February 16, 2017).

In addition to these problems, cooperatives in Indonesia are also rife with other cases, such as fraud, fraudulent investment, and high-interest savings and loans. Even though according to the Data System (ODS) of the Ministry of Cooperatives and MSMEs per 2015 cooperatives in Indonesia managed to increase their GDP contribution to 4.41% (Indopos, 27 February 2017), cases that had just been revealed in Jakarta, Bekasi, Mataram,

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Bali, Central Java and other regions indicate that improvements in cooperatives still need to be carried out in various aspects (from various sources).

Tongam, Chairperson of the OJK Investment Alert Task Force, believes that cooperative management cases are often caused by the quality of management human resources that still need to be addressed (Financial.com, February 23, 2017). According to Agus Muharram, Secretary of the Ministry of Cooperatives and MSMEs, one strategy that needs to be implemented by cooperatives to continue to support the national economy is to improve the quality of human resources (Indopos, 27 February 2017).

One of the efforts to improve the quality of HR is by implementing a collaboration model of the Integrated Human Resource Management System (IHRMS) and popular portable technology. Through this collaboration, it is expected that the quality improvement of cooperative human resources can run more easily, comprehensively, effectively and efficiently. In addition, the implementation of the collaboration is expected to be an innovation that is able to accelerate the quality of cooperative HR, more than existing education and training programs (training) or HR development programs.

Problems obtained are low quality of cooperative human resources in Indonesia; and the need for innovation to improve the quality of cooperative-based HR management collaboration and technology. Purpose of this study are describe aspects that affect the low quality of cooperative human resources in Indonesia; and describe innovation in improving the quality of cooperative-based HR management collaboration and technology. Benefits of this study are 1) providing information to cooperatives, mainly administrators, related aspects that affect the low quality of cooperative human resources in Indonesia; 2) describe innovations in order to improve the quality of human resources cooperatives more easily, comprehensively, effectively, and efficiently; 3) providing convenience for the government to do supervision of cooperatives; and 4) the system can be used by all types of cooperatives.

2. Formulation of the Problem

According to Heizer and Render (2015: 4), there are three functions that have an important influence on the sustainability of the organization, namely the functions of marketing, operations, and finance. To achieve organizational goals, these three functions need to be formulated, implemented, and evaluated with a strategic management model. David (2007: 6) states that to implement strategic management, the three main functions of the organization need to be combined research and development (R & D) and a good information system.

With regard to the world of Indonesian cooperatives, the strategic management model has not been implemented properly by the HR management of the cooperative. The details of the problem are as follows:

1. In the marketing field, cooperatives have not succeeded in marketing themselves as they should. Most people recognize the type of cooperative as limited as a savings and loan organization with a complex set of procedures (Dr. H. Bando Amin, Chairperson of the Bengkulu Decopinwil. Pipnews, June 5, 2016)

2. In the operational field, cooperatives have not managed to run the organization's management ideally. Evidenced by the many cooperatives affected by the case.

3. In the financial sector, there are still many cooperatives that have not been able to report cooperative finance properly and transparently. Evidenced by the many cases of fraud experienced by members of cooperatives.

4. In the field of research and development, there are still few cooperatives that are successful in developing and competing with corporations. Even according to Bambang Brodjonegoro, Minister of Finance of the Republic of Indonesia, many cooperatives in Indonesia do not want to compete with corporations and run for mere formality. (Coverage 6, June 3, 2016).

5. In the field of information systems, many cooperatives are unable to provide cooperative information in a transparent manner. In addition, information systems that do not follow technology make the cooperative outdated.

From the description above, it can be concluded that the problem of cooperatives in Indonesia lies in the ability of HR management of cooperative managers. So far, the improvement of the cooperative HR management capabilities has been pursued through education and training (training) held by the Ministry of Cooperatives and MSMEs, the Cooperative Service, Dekopin, and other cooperative agencies. However, the training process is still considered less effective.

The effectiveness of education and training is due to the large number of cooperatives in Indonesia, which makes the training process run slowly. In addition, the delegation system used in education and training makes not all cooperative managers can participate. However, if training is forced to be carried out more comprehensively (for example through individual coaching), it will result in inefficiencies of time, costs and energy.

3. Discussion

From this problem, the solution that can be done is by implementing HR management capabilities through a more comprehensive and effective process, without wasting time and energy. The process can be easily implemented through HR management innovation using the Integrated Human Resource Management System (IHRMS) model, which is collaborated with portable, easily accessible and popular technologies.

3.1. Innovation: Collaboration of the IHRMS Model with Android Technology

According to Tansley (2001), IHRMS is a form of software (software) that combines human resources systems and processes, and aims to provide easy management of human resource data. IHRMS is an integration of HR databases and organizational management systems, which are used to organize and mobilize HR in accordance with the objectives of the organization.

In this context, the intended HR is cooperative human resource management, the system in question is a management education system, and the aim is to improve the quality of cooperative human resource management, both in terms of the ease of the education process (efficient) and in terms of comprehensiveness (effective).

To achieve this goal, the IHRMS model needs to be collaborated with Android technology. This is because Android technology is now easily accessible to the public. Collaboration between the IHRMS model and Android technology can be realized in the creation of multi-functional cooperative managerial education applications, called "COOPLite".

3.2. Realization of Collaboration through the COOPLite Application:

3.2.1. Basic Concepts

The COOPLite application is an application that is integrated directly with the HR database of cooperative managers throughout Indonesia and an education system that has been standardized by the Ministry of Cooperatives and MSMEs.

In the management process, this application will be held by an administrator directly from the Ministry of Cooperatives or other agencies that are given responsibility. To provide convenience in the distribution process, this application will be uploaded on

the Play Store site. To access the application, the HR manager of the cooperative needs to download it on the site. To attract the interest of cooperative managers in using the application, this application will be equipped with other interesting features, in addition to the cooperative management education features. The features are as follows.

1. Profile: a feature that contains the user's personal identity that can be changed according to the user's wishes (except names).

2. Home: a timeline feature that provides updated information about the cooperative network associated with Kemenkop.

3. Friends: a feature that contains the names of other application users. Users can send messages to each other through this.

4. Schedule: a feature that contains the Cooperative activity schedule. Updated by the system administrator.

5. Materials: a feature that provides a collection of materials that need to be studied by cooperative HR human resources. Updated by the system administrator.

3.2.2. Organizing Process

In the application development process, there are several important parties involved. The parties include the following.

1. Management

   The manager is in charge of carrying out and monitoring the use of the application. The management has the authority to determine the application management system, including determining the educational curriculum to be provided. The party in question is the Ministry of Cooperatives and MSMEs (Kemenkop).

2. Supporting parties.

   Supporters are tasked with helping the manager to facilitate the dissemination and distribution of applications. Supporting parties can come from the Office of Cooperatives and MSMEs, the Indonesian Cooperative Council, or similar agencies.

3. Users.

   The user side is the parties that are the target of making the application. The party in question is the HR manager of the cooperative.

3.2.3. Management Process

In managing the COOPLite application, the Ministry of Cooperatives and MSMEs needs to take several steps, including the following.

1. Software creation and uploading

   The process of developing software can be carried out by experts. After the creation is complete, Kemenkop can directly upload it to the Play Store.

2. Socialization

   After publication, Kemenkop needs to carry out outreach and outreach use to cooperatives in the area. To do this, Kemenkop can be assisted by Dinkop or Dekopin around. In addition, Kemenkop can also publish through mass media.

3. HR Data Collection

   After socialization, Kemenkop can carry out data collection. Recapitated data are data on work plans and names of cooperative managers. After the names are recorded, each of the administrators will get a Management Identification Number (NIP). NIP is used to log in to the application.

4. Management of HR

   After the board can log-in, the Ministry of Cooperatives can directly provide the material needed by the management. Published material is standard material needed in cooperative managerial processes. The recommended material is:

   (a) Operational Management

   (b) Bookkeeping Standards and Making Financial Reports

   (c) Marketing Management

   (d) Public Relational

5. Supervision of the process

   In addition to providing managerial education, Kemenkop can monitor the development of education through a schedule (work plan) that has been obtained during the data collection. To do this, the Ministry of Cooperatives needs to coordinate with Dinkop, Dekopin, or similar agencies closest to the cooperative concerned.

3.2.4. SWOT Analysis

The implementation of COOPLite application has 2 weaknesses (weakness) and 1 threat (threat). To address these matters, what needs to be done is as follows.

1. Weakness

   (a) For users who have an Android phone but cannot use it, assistance is provided to be able to use the application. If the user does not have an Android phone, the cooperative needs to provide access so that users can still use the application.

   (b) Anticipating the length of the refinement process, the application creation process is prioritized on improving the material and home features, so that managerial education and information from the cooperative network can still be obtained by the user even though the application is not perfect.

2. Threats

   (a) First introduction and coaching is held regarding the performance and how to use the application to the internal management and supporters.

4. Conclusion

Improving the quality of human resources is one of the crucial things that can affect the development of cooperatives in Indonesia. The quality of cooperative human resources is an important indication that can result in the quantity of cases of cooperatives in Indonesia.

Increasing the quantity of cases of cooperatives in Indonesia is often caused by poor quality management. The low level of mastery of management science has resulted in the HR management of cooperatives often being constrained in running cooperatives. The low mastery of management knowledge has been anticipated through the procurement of training, but the procurement is still not effective because it is considered still not able to provide evenly and thoroughly insight and expertise.

The creation of the COOPLite application is one of the breakthroughs to minimize that ineffectiveness. By collaborating with the HR integration system called IHRMS with Android technology, it is expected that the HR managerial HR management process can be carried out easily, comprehensively, effectively, and efficiently. Through this

multi-functional application called "COOPLite", it is hoped that cooperative HR human resources can be more interested in studying cooperative managerial in more depth.

The creation of the COOPLite application has several strengths, weaknesses, opportunities, and threats. However, its application can make a significant contribution to improving the system and transparency of cooperative information in Indonesia. The COOPLite application is one of the innovations that the government needs to consider as one of the efforts to revitalize the capacity of cooperatives as the economic pillar of the community.

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