

Analysis Of *Employee Engagement* In Kendang Jimbe Industry, Blitar City

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Abstract.

The human resources which have reliable and productive have an important role for organizations or companies, especially in the era of 4.0 and digitalization in the business world, especially in employee engagement, where employees are the spearhead of the company. This study aims to see how Employee Engagement in the Kendang Jimbe Blitar Industry. This study use a qualitative descriptive research method. The results of the research from the human resource side show that CV Cherry Blossom Indonesia is very qualified because of the many employees who work all are experts (professionals), but this is a weak point for similar SMEs, especially the Kendang Jimbe Industry because after all these experts will very prone to come out if there is something that might not make them comfortable being there. 2. In terms of Employee Engagement a) Vigor : the policy which have done by the management (Mrs. Anik Sriati) to rest their employees during the day is an aspiration from the employee's proposal, of course this has been received so that during effective hours they can carry out activities optimally. 2) Dedication is a strong relationship between workers and what they do. CV Cherry Blossom Indonesia with 40 employees has a strong dedication to their work, this happens because indeed Kendang Jimbe Craft is a series of activities that can be carried out by experts, so that the Kendang Jimbe Industry employees there are very dedicated. 3) Absorption: work activities in the Kendang Jimbe Industry often exceed the time limit determined by the management. Sometimes workers can stay up at night while doing their work, this is certainly a note for management because after all, all work must be assessed properly.

Keywords: HR and Employee Engagement

I. INTRODUCTION

The human resources which have reliable and productive have an important role for organizations or companies, especially in the era of 4.0 and digitalization in the business world, therefore companies need individuals who are energetic and have high initiation, have responsibility for industrial development and careers, not only that, Companies also really need workers who have high energy and are dedicated (*engagement*) in carrying out all activities or work in the company [1] [2]. One of the musical instruments that has an interesting shape and is the result of handicrafts is the drum. One of them is Jimbe's drum. Jimbe drums are drums from Africa and popular in Indonesia, precisely in Blitar, because they can't pronounce Zimbabwe, the country of origin of the drums, with the Javanese dialect born the lafadz jimbe which is popular to this day. Kendang Jimbe has also been recognized as one of the icons of Blitar City. Human resources in the Kendang Jimbe industry are needed where they are spearhead of this business, so the attachment of these workers is very necessary, this is in the form of active participation in various activities carried out by organizations or companies, while in the Kendang Jimbe industry the employees are a team. experts who have the obligation to design, shape, make patterns to give color to the wood, so for managers to maintain those who have been trained so as not to move to other places or create their own industry is a challenge that is not easy [3] [4].

Employee engagement is a fundamental concept in an effort to understand and describe qualitatively or quantitatively a condition when workers / employees are enthusiastic, passionate, energetic, and have commitment in their work, this refers to individuals who are involved and have satisfaction in work, have similarities enthusiastically in doing work [1] [5]. Human resources are closely related to employee engagement, where this role mediates various activities in the company, such as training, competence and recruitment [6] [7]. The involvement of employees in various roles within the organization and company will increase engagement so that they have more motivation, close attachment to the workplace and can have positive implications in the various businesses they are involved [8] [9]

[10] [11] .The Kendang Jimbe industrial sector is one of the leading sectors in Blitar City, East Java and there is already a Kendang Jimbe industrial center [12] [13] , but since the pandemic occurred since February 2020 some industries have decided to reduce their production for several reasons, including others, rising prices of raw materials, rising prices for shipping goods, as well as the presence of rogue domestic distributors who monopolize the prices of craftsmen. This condition is certainly a heavy burden for industrial houses because they have to reduce the amount of production and forced to reduce the number of their employees. The existence of a policy of reducing employees and efficiency in various needs has an impact on reducing incentives that should be obtained by craftsmen, so industrial houses need to have strategies so that existing workers do not leave and choose to do the other activities.

According to preleminary research, it shows that the Kendang Jimbe industry is general individual company because the business model that is managed is small, all existing assets are private ownership and tend to be managed by family members only, so there are various problems that are actually small, but because they are not managed properly resulted in limping management and resulted in a disharmonious relationship between management and employees [11] .Based on the results of preliminary research activities, it shows that the City of Blitar has many Kendang craftsmen, the following is the data on the increase in craftsmen from year to year:

Table 1.Data for Jimbe's Kendang Craftsmen

No	Type of business	2014	2015	2016	2018
1	drum	36	37	38	38

Source: Blitar City Regional Industry and Trade Service , 2018

The jimbe drum craft in Blitar City is centered in Kepanjen Kidul District and there is only 1 in Sukorejo. This craft is basically not the original characteristic of the Blitar City model and design, but is part of the style and design of the buyer himself. CV Cherry Blossom Indonesia Blitar City is assisted by 40 employees (1 administrative person 4 people for Lathe, 2 for Paint and the rest for Finishing), these jobs have different backgrounds, they have an important role in improving business, The pandemic period that has occurred since February 2020 until now is a testament to the commitment and contribution of employees [13] . The pandemic is a turning point, where the existing workers are required to maintain loyalty and the crush of the economy as well as increasing spending, especially to maintain their immune system so that they can carry out their activities as they should. The work of making drums cannot be done by everyone, they are art workers and have *specific skills* so that the products have a special style and produce sounds that are in accordance with the wishes or orders of the buyer.

Patience and patience are the keys to the success of making jimbe drums, because of errors in the production process, the goods will automatically be considered damaged and reworked from scratch [13] [14] [15] .Therefore, the presence of CV Cherry Blossom Indonesia , which until now still exists and continues to produce, it is a blessing for the city of Blitar as Iconic, because not all regions have this icon so it needed to be preserved, developed and supported both in terms of marketing, resources and performance so that later many people will look at this business and participate in maintaining the sustainability of this industry. From the various phenomena that the author has conveyed, the purpose of this study is to see how *the Employee Engagement Strategy* in the Kendang Jimbe Blitar Industry .Human resources (HR) are the main capital in an organization in addition to capital/money, technology, strategy and so on. so that we need a tool to be able to manage these resources called Human Resource Management (HRM) which is a process that contains various regulations (policy). Human Resource Management (HRM) can be interpreted as a process to be able to help the organization / company to get the desired goals (*Part of the process that helps the organization achieve its objectives*).

Human Resource Management are:

HRM is an acknowledgment of the importance of the workforce in an organization as vital, contributing human resources and the company or organization must ensure that they function effectively and fairly for the benefit of the company, individuals and society [6] [16] .Human resources in a company or organization are very important, where the higher the level of knowledge will have an impact on the results

they are doing, this is in line with what is aspired by managers in the company. [9] [17] Meanwhile, *employee engagement* is a fundamental concept in effort to understand and describe qualitatively or quantitatively a condition when workers / employees are enthusiastic, passionate, energetic, and have commitment in their work, this refers to individuals who have involvement and have satisfaction in work, have similarity with enthusiasm in doing work [18] [10]. *Engagement* can be interpreted as an employee's sense of belonging to the environment or place where he works. It means that a condition where the employee has a close bond with the place where they work, so that an employee with all their abilities will voluntarily do various things to be able to advance the organization / place where they work. *engagement* is a reflection of self-satisfaction with the company or organization where they work. [19] [20]

It can be concluded that *employee engagement* is the attitude or perception of the workforce in groups and has a positive attitude and has high performance, committed, and has loyalty to values and achievements, the success achieved by the company or industry. Employee engagement here is about how an employee can feel proud and loyal in his work for the organization, be part of a company that is ready to handle clients, users, and consumers, and always give more in completing each job. Employers hope that employee engagement can provoke a deeper commitment from employees, so that fewer people are always absent, lazy, work accidents, and cause conflicts at work. The ultimate goal is of course to increase the company's productivity by consistently taking action to achieve company value. In the view of employees, employees want more opportunities for self-development and feel appreciation for what they do. Plus, making employees feel involved in the movement of the company's business will also boost their self-confidence. Employees will be aware of their role in the company, and will always be eager to help achieve company goals. [21] [22] There are no more stories about delaying work because of being lazy, complaining about the workload, and so on. Employee engagement also makes employees clearly know and understand what the company's goals are, and how this changes them to be able to work better and are willing to contribute in the form of ideas or work that will affect the running of the company.

II. RESEARCH METHOD

This study use a qualitative descriptive research method. This method was chosen so that researchers can obtain information about the phenomena that occur in *handmade products* in Blitar City and the Human Resource Management Strategy related to *employee engagement*. The qualitative method can be interpreted as a method for conducting research that is dynamic, open to changes that occur in the field, and carried out by interview and then a focus group discussion (FGD) is carried out to get the desired conclusion [23] [24] Kendang Jimbe Industry, while the object of this research is Human Resource Management and focuses on the analysis of *Employee Engagement* at CV Cherry Blossom Indonesia.

The data collection used to see *employee engagement* in this study is as follows:

1. Interview

There are three models of data collection through interviews, namely structured, semi-structured, and in-depth (*in-depth interviews*).

2. Observation or Observation

Observation or observation is a data collection technique that is written based on the results of direct observations, recording all events based on actual activities¹¹.

3. Documentation Analysis

Documentation study technique is a handwriting technique based on agenda books, newspapers, inscriptions, meeting minutes, magazines and so on. So documentation is a data collection method that is carried out by examining existing documentation materials and having relevance to the objectives of the researcher.

Data analysis technique

To analyze the relationship between *Employee engagement* at CV Cherry Blossom Indonesia in Blitar City using data triangulation techniques, this is used to combine various data collection techniques from various sources that have been obtained by researchers, conduct in-depth checks on sources, and draw conclusions. The scheme data triangulation model in this study can be described as an observation model

(observation), an interview model (interview dept) and documentation. [24] This model will provide very accurate conclusions because the researcher looks at information from various sources and then checks the similarity of the information obtained.

III. RESULTS AND DISCUSSION

1. Human Resources in Jimbe's Kendang Industry

Based on the results of a survey with partners, there are several problems, as follows:

First from the Management side: CV. Cherry Blossom Indonesia is a family company managed with closed management so that the company does not have a professional management system. This system makes the Kendang Jimbe Industry at the top management level can only be filled by family members, while outstanding employees who are not family members will not be able to achieve high positions in company management.

Second in terms of financial management CV. Cherry Blossom Indonesia does not clear because Mrs. Anik Sriati is not only a director but also a treasurer so that the turnover and profits received are not clear because they are mixed with family interests.

Third, in terms of the market and IT TEAM: so far the Kendang Jimbe Industry has only relied on requests from China which are then repackaged to be sent to other countries with their own brands. So it requires a new market that is more consistent and able to reach the selling value offered. One of the cornerstones for marketing activities in the Jimbe Kendang Industry that allows it to attract buyers at the international level is the *Inacraf International exhibition* , but this activity which usually takes place in March or June can only be carried out this year since the covid 19 pandemic took place. , so that to enter the international market an IT team is needed which currently does not exist to upload, recap and service transactions on the Blog and IG pages so that they run optimally and have an impact on increasing orders.

Fourth from the side of workers: this happens because the work of making drums jimbe by some people is considered a difficult job and requires a good level of concentration, so the owner must choose employees carefully. Based on the results of the study, it is stated that often employees who have been trained until they finally have good and professional skills leave to start their own business.

CV Cherry Blossom Indonesia Industry treats its employees like partners, even like family, so that emotional attachment is considered the most effective way to keep these professional workers willing to work together and give their best.

Fifth in terms of art and safety: The products produced by the Kendang Jimbe Industry are *handmade products* with a complicated level of workmanship and high artistic value, however, this kind of artwork is very prone to being copied (imitated) by other products, this has become This is a dilemma for similar SMEs, because if the product is patented, the *cost of the product will* definitely increase and how many patents will be generated from the product and there is no guarantee that consumers will make a purchase if the price is added to the processing of the patent .

Sixth : The mixing of production sites and product displays makes visitors less comfortable enjoying the products and negotiating for a long time because the sound of machines can be heard from above the room.

Seventh : The Jimbe Kendang Industry does not have a storage place (*sturage*) for raw materials mixed with the production site so that it looks scattered and makes workers uncomfortable living in it.

2. Employee Engagement

Employee engagement is a fundamental concept in an effort to understand and describe qualitatively or quantitatively a condition when workers / employees are enthusiastic, passionate, energetic, and have commitment in their work, this refers to individuals who are involved and have satisfaction in work, have similarities enthusiastically in doing work.

Some important elements of Employee Engagement are:

1. Vigor

Vigor is related to joy and willingness to work, meaning that the workers or employees in the Kendang Jimbe Industry feel comfortable in working and carrying out activities in the Company.

Based on research conducted that of the 40 employees in the Kendang Jimbe Industry, they have different / varied comfort levels, this is reasonable because after all in carrying out activities in the Kendang Jimbe Industry employees are given the opportunity to take a break from 12.00 to 13.00, this opportunity used by employees for prayer breaks and meals and naps. The policy made by the management (Mrs. Anik Sriati) to rest their employees during the day is an aspiration from the employee's proposal, of course this is welcomed so that during effective hours they can carry out their activities optimally.

This policy can improve the performance of employees, this happens because of work motivation that allows employees to continue to have enthusiasm so that work optimization is maintained. [25] [26]

2. Dedication

Dedication is a strong relationship between workers and what they do. The Kendang Jimbe Industry with 40 employees has a strong dedication to their work, this is because this craft is a series of activities that can be carried out by experts, so the average employee there is very dedicated.

This high dedication also makes the Management feel deluded, where on the one hand the management wants all of its employees to have equal and professional abilities while the wages they receive are not maximized. [27] [28] [29]

To overcome this, the management applies a cultural model in the employee approach, so that the production house seems to be an independent workplace, as stated by one of the employees that:

“...I feel at home and working for myself while in this production house, good friends, and management who treat us like family”.

3. Absorption

Absorption is related to the condition of employees who feel that time is running fast when working, this can increase a sense of comfort at work and can improve performance [30] [31] [32]. The results show that employees in the Kendang Jimbe Industry have the assumption that this industry is their home so that the existing work activities often exceed the time limit determined by the management from 07.00 to 16.30. Sometimes workers can arrive at night when do the work, this is certainly a record for the management because after all all work must be assessed properly. Based on the results of interviews with employees, it was concluded that the management had actually given prohibitions to workers when carrying out activities beyond the specified limits, but these activities continued. As time goes by, this joint overtime activity has subsided since last year's pandemic, this happened because orders from the Kendang Jimbe Industry obeyed.

IV. CONCLUSION

The conclusions that can be drawn from this research are as follows:

1. When viewed from the side of Human Resources at the production level, the Kendang Jimbe Industry is very qualified because of the many employees who work all are experts (professionals), but this is a weak point for similar SMEs, especially the Kendang Jimbe Industry because after all these experts will be very prone to come out if there is something that might not make them comfortable being there. Lack of knowledge about online business with the average employee being the *Baby Boomer generation* and *Generation X* with all their devices is the most difficult part of this business, because they will be forced to make transactions online as long as this pandemic is not over, on the other hand the Kendang Jimbe Industry has to pay *costs* . which is not small for employee salaries while the resulting products cannot be sold to the maximum.
2. If we look at the *Employee Engagement elements (Vigor, Dedication, and Absorption)* it shows that:
 - a. Vigor

Based on research conducted that out of 40 employees in the Kendang Jimbe Industry, they have different / varied levels of comfort, this is reasonable because after all in carrying out activities in the Kendang Jimbe Industry employees are given the opportunity to take a break from 12 to 1 3.00, the opportunity This is used by employees for prayer breaks and meals and naps.

The policy made by the management (Mrs. Anik Sriati) to rest their employees during the day is an aspiration from the employee's proposal, of course this is welcomed so that during effective hours they can carry out their activities optimally.

b. Dedication

Dedication is a strong relationship between workers and what they do. The Kendang Jimbe Industry with 40 employees has a strong dedication to their worker, this was happened because this craft is a series of activities that can be carried out by experts, so the average of employee very dedicated.

c. Absorption

The results show that employees in the Kendang Jimbe Industry have the assumption that this industry is their home so that the existing work activities often exceed the time limit determined by the management from 07.00 to 14.30. Sometimes workers can arrive at night when do the work, this is certainly a record for the management because after all of work must be assessed properly.

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