
The Role of Human Resources in Fostering the Economic Growth of the Botubarani Beach Management: A Case Study in Gorontalo, Indonesia

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DOI - <http://doi.org/10.37502/IJSMR.2022.5808>

Abstract

This study examines how HR quality strategies contribute to increased economic growth in Botubarani Village, Kabila Bone District, Bone Bolango Regency, especially in coastal management communities. The Darwis group (a group that promotes tourism awareness), the Conservation group, and the Pokmaswas group (a group that oversees fisheries) were the primary informants in this study. The first sub-focus was intellectual quality (knowledge and abilities), and the second was education. This research is a type of phenomenological research with a qualitative approach. This research is expected to contribute to the development of science, especially in the field of human resource management studies. The research's contribution can take the shape of ideas on the concept of the quality of human resources, particularly for the coastal management community of Botubarani village, so that it affects the community's economic development. This study concludes that the human resources of beach managers in Botubarani village, Kabila Bone sub-district, are quite good. However, there are still beach managers who have not adopted technology and whose knowledge of the use of foreign languages is still limited, along with their educational level.

Keywords: Human Resources Quality, Economic Growth

1. Introduction

The growth of an economy is one of the most important things in a country. The expected economic growth is of course an increase in growth, but the growth that occurs is sensitive to unemployment and poverty. According to Akhmad (2016), the existence of economic growth is a sign of a nation's economic development's success. Therefore, both wealthy and emerging nations must make an effort to promote economic growth. It is an objective of every nation to achieve economic growth as part of its development process. High economic growth and the successful transition of the economy from the primary sector to the secondary and tertiary sectors are used to determine success. Exploration and exploitation of natural resources are carried out to the fullest extent possible as part of efforts to boost economic growth, particularly for non-renewable resources. Developing countries, such as Indonesia, often suffer from this condition, which stimulates economic growth to remain competitive.

Economic growth begins with the effective use of human resources. It is also important to accumulate new (physical) capital to maintain rapid economic growth. In other words, it is the effective allocation of human resources that leads to economic growth. A necessity for achieving human development is economic development, or more precisely economic growth, as this will guarantee higher productivity and income through the creation of job opportunities. According to Akhmad (2016), economic growth is also affected by human development, since sufficient economic growth cannot be achieved without sustainable human development. However, this relationship does not appear to be empirically automatic.

Based on data from the Central Statistics Agency of Gorontalo Province in 2021, economic growth during the previous three years had declined. In 2018, it was 6.49%, but it slowed to 6.40% in 2019 and -0.02% in 2020. Cities and regencies in Gorontalo province, including Bone Bolango district, also deal with the same issue. According to the document of Gorontalo Dalam Angka 2021, Bone Bolango Regency's economic growth has fluctuated over the past three years, with 6.46% in 2018, 6.35% in 2019, and 0.06% in 2020. On the other hand, the Bone Bolango Regency's human development index data reveals a positive trend over the previous three years. Bone Bolango's HDI has been 67.71 points since 2018 and reached 68.68 points in 2020. This indicates that the quality of human resources in Bone Bolango is quite good in terms of formal education and health.

According to the available data, Covid-19 is not the only factor affecting this economic growth; one of them is also the quality of human resources, which still require encouragement in the form of technical education. This is clear from the researchers' first findings, which show that Bone Bolango district has potential resources in various fields including attractive coastal potential, one of which is located in Botubarani Village, Kabila Bone District. This village has a beach manager consisting of three groups, namely; darwis groups (sadar wisata/tourism awareness group), conservation groups (orcha), and pokmaswas groups (fishery supervisors). Although these groups have taken part in numerous types of training in the areas of garbage management, underwater management, and English language training, there is no continuity in the group's support, which prevents the group from performing at its best in managing the beach.

The fact that coastal managers have a range of educational backgrounds—the majority have only completed elementary school, and some have even dropped out—is another factor contributing to this scenario. As a result, intellectually qualified human resources still have limited knowledge and abilities. This can be seen in their livelihoods, which are generally fishermen and entrepreneurs (selling snacks along the coast) as well as housewives. Economic growth in Botubarani Village, Kabila Bone District, is still slow compared to other areas in Gorontalo Province. For this reason, this study aims to examine and analyze the extent to which HR quality strategies in increasing economic growth, especially in coastal management communities in Botubarani Village, Kabila Bone District, and Bone Bolango Regency. The Darwis group (sadar wisata/tourism awareness group), the conservation group, and the pokmaswas group (fishery supervisory group) were the first informants in this study.

2. Literature Review

2.1 Human Resource Management Concept

Management of human resources is a part of general management, which involves planning, organizing, implementing, and controlling. According to Zainal (2014), management must deal with issues relating to human resources as well as raw materials, work tools, production equipment, money, and the working environment to fulfill organizational goals. According to Panggabean (2020), human resource management entails "the employment of many individuals to fulfill corporate goals." HR management is defined as the process of hiring, training, evaluating, and rewarding employees, as well as observing the working relationships between these employees, including issues related to health and safety, and justice (Dessler, 2003 in ", (Panggabean, 2020).

However, Edi Sutrisno (2010) defines human resources as a source of power that derives from people and may be used by the company. To put it simply, Human Resources (HR) are resources that originate from people. This power that originates from people is also known as power or manpower, which refers to labor.

According to Sofyandi (2008), HR management is a strategy for implementing management functions or operational functions of human resources starting from the process of withdrawal, selection, training and development, and placement which includes promotion, demotion, and transfer, performance appraisal, compensation, industrial relations, to termination of employment, aimed at increasing the productive contribution of the organization's human resources towards achieving organizational goals effectively and efficiently.

Mangkunegara (2007) defined Human Resource Management (HRM) as the planning, organizing, coordinating, implementing, and supervising of the hiring, training, compensation, integration, maintenance, and separation of employees to achieve organizational objectives. In light of the definitions of human resources (HR) described above, it can be concluded that human resources (HR) are activities an organization engages in to improve the ability, competence, and skills of its workforce to achieve organizational goals.

2.2 Human Resource Quality Concept

Wibowo (2021) stated that the quality of human resources is related to quality as well as physical and mental competitiveness in an organization. The quality of human resources is the level of the ability of human resources or labor from the results of a product/service. The degree of a person's ability to produce a good or service is referred to as their level of human resource quality. The management of the community to be able to enhance the quality of life is based on the quality of its human resources. Quality human resources are those that possess knowledge, professionalism, productivity, and the capacity to successfully compete on their own in the workplace. Currently, more than just that is required, specifically human resources that have an understanding of the environment. While training strives to enhance technical skills in the implementation of certain jobs and attitudes so that they are more proficient and capable of carrying out responsibilities according to standards, education is effective for improving theoretical, conceptual, and human attitudes/moral abilities. As a result, it is possible to say that education and training have a role in determining the quality of human resources.

On the other side, Ruhana (2012) found that there are generally 3 ways to improve quality: formal education, job training, and development/experience in the workplace. The concept of the quality of human resources is explained by Rahardjo (2010: 18), who claims that “the value of human resources is not only determined by the aspect of skills or physical strength, but is also determined by education or level of knowledge, experience or maturity, and attitudes and values”. In light of the concept of quality human resources outlined above, it is possible to define a person as a quality human resource as an individual/personal within a container (an organization) whose skills and skills are determined by their level of education, honesty, and experience and which contribute greatly to the achievement of organizational goals.

According to Kasanuddin in Aisyah et al. (2015:7), the following theory can be used to assess the quality of human resources: a) Productivity. An organization must make sure that the proper people are chosen for the right positions and the environment that allow them to work to achieve optimum work productivity. b) Attitudes and Behaviors which include: (1) Certain attitudes that need to be encouraged and developed when preparing for the desired future: (a) Recognizing various things that affect the organization which currently have a dominant impact on the organization and taking into account the nature of these impacts in the future, (b) Being able to identify current developments that occur and analyzes whether the development is temporary, (c) Being able to see emerging trends and relates them to the desired goals, (d) Not only reacts to problematic situations that arise but also being able to take into account beforehand, (e) Being able to think and act proactively. (2) Behaviours that are essentially goal-oriented. To put it another way, human behavior is typically driven by a desire to accomplish certain objectives. c) Communication, as the delivery of information between two or more people also includes the exchange of information between humans and machines, both in terms of communication between personal and organizational communications. Components, or communicators who communicate messages represented through different symbols in the form of language, are necessary for communication to occur. Additionally, the communication medium acts as an intermediate via which the message is transmitted. Effective communication tactics include the following (Siagian in Atika et al., 2020: 357): (1) Everyone in the organization must be aware of all available channels for communication; (2) know the channels available to him and how to use them. (3) The line of communication is direct and as short as possible to prevent communication process distortion; (4) It should be possible to use all formal channels while considering organizational hierarchy; 5) The line of communication should have endeavored so as not to be interrupted even though various activities take place in the organization concerned; 6) authenticity of the communication should be ensured; and 7) skilled individuals should be in charge of acting as communication centers. d) Relationships, which refer to tying informational knots and advancing life while also presenting opportunities. People who avoid or are hesitant to maintain contact with one another to broaden the scope of their social contacts or who isolate themselves and become preoccupied with themselves are essentially burying their future.

According to Rahardjo (2010: 8), indicators of the quality of human resources are as follows: 1) Intellectual quality (knowledge and skills), including (a) Having knowledge and skills in the field of science and technology following the demands of industrialization; (b) Knowing languages, including national languages, regional languages and at least one foreign language.

2) Education, including (a) Having the ability to education at a higher level; (b) Having the level of variety and quality of education as well as relevant skills by taking into account the dynamics of employment at the local, national and international levels.

2.3 Economic Growth

The Indonesian government, according to Masinambow (2019), has established a quadruple national development strategy, namely pro-growth (growth), pro-job (jobs), pro-poor (poverty), and pro-environment (environment). The use of quadruple tactics is connected to one another. The success of development in a place can be shown in that region's economic growth. A region can be deemed to have successfully implemented economic development if it can speed up its rate of economic growth. The question of whether economic growth is evenly distributed across all societal levels in a given location is still a concern in modern economic development. Expectations of rapid economic expansion will be able to raise the community per capita income.

3. Research Method

According to Sugiyono (2018: 244), data analysis is the process of systematically searching and compiling data obtained from observations (field notes), interviews, and documentation. The data obtained, is then collected to be processed systematically. Starting with observations, interviews, editing, clarification, and reduction, followed by activities such as data presentation and conclusion. The Miles and Huberman Interactive model is used as the method of data analysis in this study (Sugiyono 2018: 246). Data analysis using an interactive model consists of three steps: data reduction, data presentation, and verification and conclusion-drawing. The three components in question occur continuously until they are finished, which causes saturation of the data. The size of the data saturation is indicated by the absence of new data or information.

3.1 Data Reduction

Data reduction is the process of selecting, focusing on simplification, abstracting, and transforming raw data or raw data that emerges from written records in the field. Data from the field are in the form of interviews with informants, observations, and supporting documents regarding the implementation of Mo'odelo values in the Leadership of Village Heads in the Gorontalo Provincial Government.

3.2 Data Presentation

Data presentation is the methodical organization of complex information into a form that is more select, easy, and allows for the potential of making decisions based on the information and taking action. Researchers exhibit relevant and associated data or provide answers to the problems researched using the outcomes of the reduction process, together with reflection and analysis by researchers to the data gathered.

3.3 Data Verification

Drawing conclusions or doing verification is the final phase. The proposed conclusions are still tentative and subject to revision if additional data collecting yields no conclusive supporting

evidence. However, if the conclusion presented at the initial stage is supported by valid and consistent evidence when the researcher returns to the field, then the conclusion presented is credible.

4. Result and Discussion

Six (six) key informants, beach managers in the community of Botubarani, participated in this study. These 6 (six) informants were drawn from 3 (three) coastal management groups: the pokmaswas group, the darwis group, and the conservation group (orcha/fishery supervisor). The characteristics of the informants are shown in the following table.

Informant Characteristic Data

No	Gender	Group	Profesi	Initials
1	Male/Female	Darwis	Fisherman	Sir OL
2	Male/Female	Darwis	Fisherman	Sir WM
3	Male/Female	Pokmaswas	Manager	Sir HS
4	Male/Female	Pokmaswas	Fisherman	Sir AP
5	Male/Female	Konservasi	Fisherman	Sir KP
6	Male/Female	Konservasi	Fisherman	Sir II

Based on the findings of informant interviews, data was gathered on the contribution of high-quality human resources to the economic growth of coastal management villages in Botubarani Village, Kabila Bone District, and Bone Bolango Regency, as observed from the indicators proposed by M. Dawan Rahardjo (2010: 8).

1. Intellectual Quality (knowledge and skills)

The average coastal manager in Botubarani village simply relies on experience as a fisherman in terms of intellectual quality (knowledge and abilities connected to basic marine/marine knowledge), yet some people already grasp marine information. In this situation, they must be able to comprehend and acquire fundamental marine knowledge, not only from experience but also from theory, which may be obtained through a variety of training sessions offered by relevant parties or organizations.

In terms of technology utilization, there are beach managers who still use manual or simple tools, but there are also those who have utilized the use of technology such as underwater drones and CCTV. However, the utilization of these technologies has not been optimal as it should be because there is still a lack of knowledge from beach managers both in their use and maintenance. The implementation of standards or SOPs established by the local government and SOPs for coastal management from the ministries of marine and fisheries and tourism is distinct, and the Botubarani manager has successfully applied these. However, some typical tourist or visitor hasn't followed the guidelines that have been established at this beach.

The majority of beach managers continue to speak Indonesian, based on their language choice. This Indonesian language is used to communicate with fellow beach managers and visitors who come to whale shark tourist sites. Beach managers encounter issues while welcoming visitors from other countries that are related to language use, particularly English. The village authority,

in this case, the village chief of Botubarani, has taken some attempts by arranging for English language training for beach managers. However, the deployment of language training has not been fully utilized due to a lack of public interest, particularly among beach managers, who use the justification that they are too busy farming, trading, and fishing. Some of them even give a reason that they do not have the desire to learn English.

2. Education Level

Beach managers in Botubarani Village often hold a high school diploma, however, some have just completed elementary or junior high school. Some also hold bachelor's degrees. The expense and motivation to learn are so low that the beach manager chooses not to pursue his education at a higher level. This condition is influenced by the environment where in general they do not continue their studies so learning motivation becomes less. The majority of beach managers only consider their attempts to lessen their parents' financial burden by seeking employment, one of which is as a fisherman. This educational obstacle is also supported by the school's location, which is far from the students' homes and does not have suitable transportation options.

According to informants, their skill set is undoubtedly quite small. Most of the skills that coastal managers possess come from their experience at sea, although they also learn entrepreneurial skills through training that is provided by a variety of organizations, including the government, academic institutions, and other commercial organizations. As a result, beach managers in Botubarani village are able to create products, such as seafood snacks and souvenirs, even though they are still quite basic. For behavioral skills, beach managers naturally learn from their elders how to treat guests so they feel at home while visiting Botubarani beach.

The income of beach managers in a day can be said to be uncertain. According to the beach manager, since 2016, residents of the village of Botubarani have relied on boat rides to transport beach visitors who pay a boat fee of Rp. 80,000 to closely watch whale sharks. However, fewer people are visiting now than they were years ago. This is due to the disappearance of whale shark sightings near Botubarani Beach and the COVID-19 pandemic, which lasted for 2 (two) years.

5. Conclusion

Based on the findings of the research and discussion previously described, it can be said that the human resources of beach managers in Botubarani village, Kabila Bone sub-district, are quite good. However, there are still beach managers who have not fully embraced technology and whose proficiency with foreign languages and level of education is still limited. Therefore, if the human resource quality is high, it can certainly increase the community's economic growth, particularly for beach managers in Botubarani village, Kabila Bone sub-district.

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