

Hr Management In Intellectual Property Implementation In Tasikmalaya City

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Abstract

2022 will be the rise of Micro, Small and Medium Enterprises (MSMEs) in Indonesia by contributing 61% of the national GDP and absorbing 97% of the total workforce. Based on the city area, UMKM is one of the components that contributes 9.27

% of economic growth in Pangkal Pinang City. However, the application of Intellectual Property (IP) in MSME business behavior has not been handled optimally. The purpose of this study is to identify human resource management in MSME actors in building work teams that are aware of IP in business activities. This research using a qualitative-descriptive approach. Data were obtained by conducting observations and interviews with MSME business actors in Tasikmalaya City who had not registered or had registered their KI. The results of the study show that SMEs have an awareness of the importance of IP in entrepreneurship. KI is assessed by MSME actors as supporting business continuity through the maturation of the three entrepreneurial teams they have. MSMEs in Tasikmalaya City have at least a production team, operational team and marketing team. The three teams currently being developed are the marketing team, because they involve digital media capabilities. That is, the application of IP is a priority to avoid claims on the brand or type of business they own. In addition, MSME actors utilize family-based human resources. This character is in accordance with the application of the Pancasila economy.

Keywords: Intellectual Property; MSME; HRM; Pancasila Economy

1. INTRODUCTION

2022 is good news for MSMEs in Indonesia. This happened because the number of MSMEs reached 64.2 million which contributed to GDP with a percentage of 61.07 and was able to accommodate 97% of the total workforce in society. In addition, the presence of MSMEs can collect up to 60.4% of total investment (Hartanto, 2021). The existence of MSMEs has been recognized as a vital business sector. This is because MSMEs have a big role in advancing the Indonesian economy. The presence of MSMEs as a solution step in reducing and overcoming unemployment and poverty. These various advantages, there are things that do not seem to be the important attention of all parties. There are still MSMEs that have various deficiencies, one of which is regarding the protection of intellectual property rights (Sulasno, 2018).

Intellectual Property (IP) for business actors (MSMEs) are generally understood as important assets for companies because KI is categorized into intangible assets. In the context of

entrepreneurship, IP plays an important role in encouraging the running of business activities in addition to other assets such as Human Resources (HR) and finance. In accordance with Law Number 20 of 2008, KI does not only apply to large business actors, but also applies to MSME actors (Sudjana, 2021).

KI in the MSME sector owned by business actors can be said to be still limited. The assumption that KI is not an important requirement in business activities, makes not many MSME actors interested in registering their KI business. There are conditions that also support this cause, namely the behavior of Indonesian MSMEs which are still relatively traditional. So the protection of IP for products or product designs for UMKM has not become a priority. There are also other supporting factors, namely accessibility to register KI is not easy. There is a condition of coordination between executors in government agencies that have not been well organized. Moreover, socialization has not been maximized for IP protection in every MSME product (Sulasno, 2018).

Based on this reality, this study seeks to identify MSME actors in Tasikmalaya City in understanding the importance of IP in entrepreneurship activities. Moreover, data from the Central Statistics Agency (BPS) for the City of Tasikmalaya shows that economic growth in the City of Tasikmalaya has experienced a significant increase in 2021 of 9.27 percent. This figure is inseparable from the high investment rate in Tasikmalaya City. There are 3 sectors that are the main contributors to the increase in economic growth rates, namely the trade sector 24.59 percent, the manufacturing industry 17.19 percent and construction 11.49 percent (Ari & Dedy, 2022). So it can be said that MSMEs have contributed to the trade and processing sector.

In addition to identifying awareness of IP, this study seeks to analyze the resilience of MSME actors in maintaining the sustainability of their entrepreneurship through the commitment of their work team. Especially in this era of all-technology, MSMEs need synergy study this aim for get integrated results application of ip and human resource management functions in msme actors in building a sustainable business.

2. LITERATURE REVIEW

2.1. Definition of Human Resource Management

In language management comes from the English "management" which means management, governance and management. In terms of management has several meanings, namely: According to Harold Koontz & O'Donnel deep the book Whichtitle "Principles of Management" stated, "Management is related to the achievement of a goal that is done through and with other people. According to George R. Terry in a book entitled "Principles of Management" provides a definition: "Management is a process that differentiate onplanning, organizing, actuating implementation and supervision, by making use of both science and art, in order to accomplish the stated goals has setpreviously". According to the Encyclopedia of The Social Sciences, Management is defined as the process of implementing a certain goal that is held.

Human resources (HR) in the Indonesian language encyclopedia is a very important factor that cannot even be separated from an organization, both institutions and companies. HR is also the key that determines the development of the company or institution. In essence, HR is in the form of humans who are employed in an organization or institution as a driving force to achieve the goals of that organization.

According to Hadari Nawawi regarding the notion of Human Resources, namely:

Human Resources (HR) are people who work in an organization's environment (also called personnel, workforce, workers or employees) Human Resources is human potential as the driving force of the organization in realizing its existence. Human Resources is a potential that

is an asset and functions as capital (non-material/non-financial) inside organization business, which can turned into real potential (real) physically and non-physically in realizing the existence of the organization. Terry give description about function management in 5 combination:

- 1) Planning(planning),organizing, giving encouragement (actuating), And supervision (controlling).
- 2) Planning, organizing, give motivation(motivating), And supervision.
- 3) Planning, organizing, staffing, give briefing, and supervision.
- 4) Planning, organizing, staffing, give briefing, supervision, innovation, And give role.
- 5) Planning,organizing, give motivation,supervision and coordination.

2.2. Right Riches Intellectual inIndonesia

Indonesia has declared itself to participate in the 1994 World Trade Organization (WTO) world trade organization. Entering the ASEAN economic era has had an impact on the large number of foreign investments in Indonesia. Partner countries in trading requires legal protection of intellectual property assets. This is an implication of Indonesia's joining the WTO and it is necessary to respond. The Agreement on Trade Related Aspect of Intellectual Property Rights and issued a series of regulations related to IPR. The purpose of establishing legislation related to IPR is not only for large companies but also for creative industries, Small and Medium Enterprises (UKM).

IPR is the result of a process of human thinking ability that is transformed into an invention or invention. The creation or discovery is an ownership of it because it originates from human reason (Budi Asri, 2020: 134). IPR is a right that comes from the results of human thought or creation which ultimately produces a product or process that is useful for humans. Simply put, this IPR can be interpreted as the right to enjoy economically the results of an intellectual creativity.

Intellectual Property is the key to competition and the development of a business. The definition of IPR does not stop at business protection alone, but also to protect a business from intellectual property disputes. SMEs are creative industries that produce creative products or services. As a work of creativity, the product produced is in the form of work intellectual which need get awards that have economic value so there is a need for legal protection. The creative economy industry has different characteristics from the general public industry. This type of industry has an attachment to the process of realizing a product or service originating from an idea or notion (Intellectual Property). The creative industry has high economic value for people's welfare and employment and is proven to be able to increase economic growth.

2.3. The Theory Basis Underlying Pancasila Economy

The paradigm of economic growth has been criticized by various parties. Todaro and Smith (2003) state that a fast rate of economic growth is not automatically followed by growth or an improvement in the distribution of benefits for the entire population. Rapid growth is bad for the poor, because they will be crushed and marginalized by the structural changes of modern growth.

Baudrillard (2011) sharply criticizes the ideology of growth. He stated that the ideology of growth only produces two things, namely prosperity and poverty. Prosperous for the beneficiary and poor for the marginalized. He also called growth a function poverty. The ideology of growth leads to psychological impoverishment and systemic poverty because needs often exceed production limits.

Consumption surpasses production consuming endlessly, greedily and greedily. Baudrillard explains this criticism in his book entitled Society of Consumption (La societe

de consummation), in which no society is called affluent, all societies combine structural excesses and structural poverty. According to him, humans live in a growth society.

However, this growth is increasingly not bringing people closer to affluent societies. Growth produces prosperity and growth. In fact, growth is a function of poverty; growth is necessary to constrain the movement of the poor and maintain system. Community growth, in essence, is the opposite of an affluent society. The conflict that takes place in it has an impact on psychological impoverishment and systematic poverty because the need for goods often exceeds the production of goods.

Heinberg (2011) unequivocally states that there are three main factors decline availability of vital resources, including fossil energy and minerals; (ii) Environmental degradation as a result of resource extraction and resource use (including use of fossil fuels), and, (iii) Financial chaos caused by the inability of the current monetary, banking and investment systems to finance resource restoration and environmental damage resulting from economic growth. In 2008, French President Nicholas Sarkozy, questioned the validity of the economic growth model. Sarkozy then formed the Commission on the Measurement of Economic Performance and Social Progress (CMEPSP). The Commission was chaired by Professor Joseph E. Stiglitz from Columbia University, while Professor Amartya Sen from Harvard University was appointed as Chief Advisor to the Commission. Temporary, Professor Jean-Paul Fitoussi of Sciences-Po (Institut d'Etudes Politiques de Paris) who is also President of an elite French research institute (Observatoire des Conjonctures Economiques, OCE), became Coordinator of the Commission. The commission is tasked with revising various measures of economic performance which are considered to be inadequate, especially the measurement of GDP. the Commission succeeded in compiling a Report by the Commission on the Measurement of Economic Performance and Social Progress.

3. IMPLEMENTATION METHODS

This study uses a qualitative-descriptive method. Researchers describe the characteristics or function of each variable in a given situation without testing the relationship or influence of each variable. He chose to use a qualitative method because the condition of the object under study is natural. Researchers as key instruments with data collection techniques in the form of observations and open interviews with MSME actors in Pangkal Pinang City. The analysis used is inductive in nature and emphasizes the meaning of the situation of the research object.

This study uses primary data sourced from interviews with MSME actors in the city of Pangkal Pinang. The researcher identified the categories of MSME actors who already have IP and MSME actors who are just preparing to register IP in their business field. The results of data analysis are presented in the form of a description according to the sub-subjects arranged in the study references.

4. RESULTS and DISCUSSION

4.1. Research Findings

The research was conducted on MSME actors in the category of already having KI and preparing themselves to have KI. The SMEs that were observed and interviewed were in the service business sector and the culinary sector (food and drink). they are scattered in the City of Tasikmalaya and its surroundings. The findings by researchers were identified based on the following topics:

a. Awareness of Business and Product Identity

Awareness of business and product identity is the first thing identified by researchers. This is intended as an effort to find out how MSME actors have the ability to recognize themselves and the goals of the entrepreneurs they make. The identified data shows the following results:

Informant 1, UMKM actors have a business in the field of camping equipment rental services. The MSME activity started as a hobby. So that the ability to recognize and capital equipment already owned. The selection of product names takes into account the geographical conditions of the Bangka region.

Informant 2, SMEs have snack business. The ability to produce is identified as innovative with a unique product brand that is easily recognized by various groups. So that SMEs are aware of the importance of immediately registering as KI

Informant 3, MSME actors have a pastry business. The ability to produce is identified as a product that is in general demand. Attempts to register KI are carried out by collecting various information and procedures. This means that MSME actors have an awareness of the importance of entrepreneurship, namely KI that needs to be registered.

Informant 4, MSME actors have seriousness in determining the name of the service. The results of the research findings indicate that the actors consulted with professionals in providing the best suggestions for names of services in the field of photography. Through this name, MSME actors then identify consumers and the type of service chosen. This means that awareness in the business world and product identity is not in doubt.

Informant 5, MSME actors have registered their business names as KI. Its line of business is snack food products. The name, which he considered to be unique, made MSME actors have the awareness to immediately register with IPR. Product food light which owned is snacks popular, so that the market potential is identified as promising.

b. HR skills

HRM capabilities are identified based on the ability of MSME actors to manage their human resources. Starting from the ability to inventory what work teams are needed to support MSME activities. Based on the findings, the following data were obtained:

Informant 1, MSME actors have succeeded in taking inventory of team needs. The service business sector that is owned has not optimally managed social media and limited partnerships. Social media is considered important because it supports promotion and attracts service users. Unfortunately, MSMEs do not yet have a professional team to manage social media. Regarding partnerships, MSMEs have a mission to be able to join communities that are in accordance with their fields and work with stakeholders who support their services. However, these efforts have not been maximally obtained.

Informant 2, MSME actors have the ability to manage HRM well. This was identified from the awareness to divide the workload into three teams namely, production team, marketing team, and service team. Amount the workforce is not ideal, because to fulfill the three parts of HRM it is filled by the same people in an organized situation and time.

Informant 3, the ability of HRM is identified based on the way MSME actors explain implementation operational standards, recruit work teams according to qualifications, and periodic evaluations in carrying out their entrepreneurial activities.

Informant 4, HRM capabilities are identified based on how MSME actors explain their ability to manage permanent work teams and non-permanent work teams. There is a scheme that is made systematically to ensure that non-permanent work teams are based on qualifications and needs that match the vision and mission of MSME actors.

Informant 5, HRM capabilities were identified based on explanations from MSME actors regarding the synergy between the production team, marketing team, and distributor

team. The ability of MSDM by MSME actors has various obstacles, especially in managing a team of distributors who are not yet in accordance with the ability of MSME actors to determine the maximum price limit for products. The high cost of the distributor team makes prices uncompetitive. So that the products are still spread in the area closest to the place of production. However, synergy with partners businesses outside the city, can make products known in other areas.

c. Business Leadership

Leadership in entrepreneurship is one of the important factors in ensuring the sustainability of entrepreneurship. If a business actor has self-leadership with character and has high fighting power, then it will also determine the future of his entrepreneurship. Based on the data obtained, the findings are as follows:

Informant 1, leadership Whichowned by perpetrator MSME sidentified capable manageweakness Andexcess product,understand competitors, and read business opportunities. So that can make mapsteps to run the entrepreneurship.

Informant 2 leadership Which showed characteristic egalitarian. PerpetratorMSMEs as owners and holders of open product brands build work teams And model business Which moresustainable. Perpetrator MSMEs activebuild partnership And joinin a community or association in the field various businesses.

Informant 3,participatory style of leadership. The ability to make decisions and manage the dynamics of work teams with workload distribution and pay according to performance shows that MSME actors are able to organize systematic activities. However, the mutual cooperation aspect is still prioritized in running its business.

Informant 4, MSME actors have business fields that have been initiated and prepared since studying at universities. So that the leadership is identified as being able to read business opportunities and how to manage the human resources they have. His leadership is flexible, yet visionary. This can be seen from the experience of his business which has experienced various schemes to remain acceptable to consumers.

Informant 5, MSME actors have strategic leadership capabilities. Having IPR is a potential product advantage to partner with associations and local governments. The leadership challenge is how to empower work teams that depend on product distribution.

5. DISCUSSION

The results of research findings regarding MSME actors in the application of KI and HRM have resulted in three categories in running entrepreneurship namely, product or service introduction, HRM capabilities, and leadership business. These three categories are inseparable from How perpetrator MSMEs Good as owner or work team. If these three categories are discussed in terms of the implementation of KI, HRM, and the Pancasila Economy, they can be explained as follows:

a. Application of IP in the Strength of Products and Services

The aspect of IP implementation is starting to be recognized and considered important by MSME actors, namely conditions that should be properly facilitated by the local regional government or MSME facilitators. The application of IP is a competition that cannot be avoided if MSME players want to develop and survive as a legal product. So KI is no longer an option in entrepreneurial activity, but a strategic step that needs to be a priority for SMEs.

In various entrepreneurial practices, KI is a reference that the product or service created is the result of the creativity of MSME actors. So it becomes a thing that needs to be maintained and protected from ownership. This emphasis on the creativity of MSME actors makes the application of IP an aspect that should not be neglected for entrepreneurial activities, especially for MSME actors who are just starting or starting a business. The

application of KI also has the potential to have an impact on improvement income if there is a mechanism to open a business branch or brand trade to develop a business by involving other parties (Kemenparekraf, 2021).

The application of IP for MSME actors in Tasikmalaya City, in accordance with the research findings, is a solution for business development to penetrate the global market. Because it is considered eligible not to be considered a product or service that violates the trademark. This situation is certainly beneficial for MSME actors who have big visions for their business. Especially if you join or are involved in various activities initiated by the government through Bekraf (Kemenparekraf, 2021).

Based on the research findings, MSME actors in Tasikmalaya City are classified as entrepreneurial activities that are aware of the importance of IP. In fact, they think that IP is an important thing besides human resources and finance. Awareness of KI certainly supports MSME actors in Tasikmalaya City to develop their entrepreneurial activities and makes it easier for the local government to have a mass KI registration program. Then the challenge is how the local government has the commitment to support systematically MSME actors with ease of access and other needs.

b. MSDM for MSME actors Answering the challenges of industry 4.0

The ability in MSDM for MSME actors becomes applicable when the management is already a work team. The results of the research findings show that MSME actors in Tasikmalaya City have at least a production team and a marketing team. The ability of MSME actors to produce goods or provide services is closely related to the ability to create promotional content on social media. This means that the dominant HRM needs to be increased in quantity or quality at least in relation to the two teams.

HRM as part of the 4.0 industrial revolution era is a means that must be carried out by MSMEs. SMEs are now dependent on technology. The Covid-19 pandemic, which had occurred, has become a momentum for MSMEs to utilize digital technology as a result of the ban on physical interaction. Even though there has been easing now, efforts to increase income for entrepreneurial activities can be done by maximizing the use of technology. HRM is also fast in understanding the needs of consumers through usage application Which bringing together sellers and buyers digitally (Chalimi, Herdinawati, & Asadi, 2021).

These conditions are in accordance with the findings of the study. MSME actors in Tasikmalaya City have a priority to manage social media as an effort to market their products and services. The need for qualified human resources in the field of marketing services on social media and websites is unavoidable. It becomes an added value if MSME actors have the ability to manage marketing content on social media. However, it becomes an obstacle if it requires synergy with human resources other than itself. Then the ability for HRM is a basic thing that needs to be possessed.

c. The strategy for UMKM activities to realize the Pancasila Economy

Finally, the pattern of leadership that actually belongs to MSME actors whose status is the owner or founding team needs to be identified in a measurable way. It is important for MSME actors to learn self-leadership patterns. This can be learned through being actively involved in seminars or training conducted by competent people.

Leaders have an important role in organizational culture, in particular MSME activities. Leaders create changes for business continuity through observing the surrounding circumstances, then embodying it in the form of ideas and ideas, as well as actions to move forward. Managers in change are one of the important roles as MSME actors (Fitri & Ramadhayanti, 2022).

These roles, when associated with the basic idea of the Pancasila Economy, are how MSME actors are able to synergize with various environments that support business continuity. The Pancasila economy is an economic system that is explored and developed based on the values that have been embraced by the people of Indonesia. There are several basic principles in the Pancasila economic system, one of which is embodied in a people's economy and justice. This is the discipline of economics to allocate limited resources to be used rationally so as to achieve maximum results for the welfare of the Indonesian people (Hasan & Mahyudi, 2021).

The results of the research findings have identified that MSME actors do not run their business personally. At a minimum, these business activities are carried out with family members. If when the business is managed with a digital application, it involves the ability to manage wages so that everything runs optimally.

Through understanding the Pancasila Economy, the spirit of mutual cooperation and kinship is stronger than everything managed by an owner and worker system. Even though it cannot be denied that business owners have a more dominant portion, the spirit of building a joint business will produce a business ecosystem that has a more mutually beneficial impact.

5. CONCLUSION

The application of KI and HRM in MSME activities are two inherent aspects. KI is able to foster self-confidence and a sense of security for MSME actors in production, marketing and partnership activities. The HRM aspect is proof for MSME actors that the entrepreneurial activities carried out have a sustainable business future. Most MSME actors understand the importance of maintaining a solid and integrated work team ecosystem. The leadership ability of MSME actors in managing the synergy between the production team, service team, marketing team, and financial management in a professional direction. Moreover, SMEs understand that the marketing team is people with digital media capabilities. It means, era media digital requires maximum application of KI and HRM. This is an opportunity for the stretching of Pancasila-based economic growth in Pangkal Pinang City. It is not only a contributor to economic growth, but also an opportunity to mobilize a sense of togetherness and mutual cooperation in social circles down to the smallest level, namely the family.

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