

Strategic HRM in Keris Preservation of Keris Tourism Village-Based Innovation Performance

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Abstract: The tourism sector is one of the strategic sectors that is very important in supporting the economy and development. Sumenep is The Soul of Madura with a variety of tourism and cultural potential, one of which has been recognized worldwide and won an award at the national level Indonesian Tourism Village Award in 2022. So in an effort to optimize it requires a more in-depth study of the management of human resources in stimulating and harmonizing the values of cultural and historical wealth in the midst of modernization and technology. Therefore, this study aims to explore the patterns and practices of knowledge-based human resource management and how innovation performs in an effort to improve performance in the Keris Tourism Village Sumenep with a systematic method of literature review. The process for this research is based on five steps, including selecting, reviewing, and evaluating the quality of the reviewed literature. The results of this study indicate that the management of human resources in the Sumenep keris tourism village is carried out from generation to generation by maintaining the ancestral heritage that continues to be developed and innovated so that it continues to give birth to the latest keris works that are in demand by the market, such as the development of kamardikan keris which is used as a type of souvenir keris in capturing national and international market opportunities

1 INTRODUCTION

Sustainable competitive advantage is one of the most important contemporary and strategic issues in various local and international sectors, especially the tourism sector. This sustainable competitive advantage requires providing diverse sources of knowledge and resources, as well as exploring new ways to meet needs. This is done by studying and analyzing the flow of the situation, providing infrastructure, and building competent human resources to create added value.

The travel and tourism industry is a major contributor to a country's GDP and one of the fastest growing industries globally (Kianto et al., 2017). The development of the tourism sector in Indonesia has successfully contributed to GDP by 3.6% as reported by the Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno and has also succeeded in creating jobs for 22.89 million people (Litha, 2022).

Sumenep is one of the districts in Madura that has a wealth of tourism and cultural potential that is recognized worldwide, namely since 2014 Sumenep

District has been recognized by UNESCO as an area that has the most Mpu (maker of heirlooms) in the world and in 2022 received an award at the National Award for Indonesian Tourism Village (ADWI) as the first winner of the tourist attraction category, and broke the Muri record as the village with the most empukeris in the world (TSM, 2022).

This potential is an attraction and competitive advantage for Sumenep, especially in the tourism sector which needs to be continuously developed in supporting sustainable economic and welfare improvements. This potential is an attraction and competitive advantage for Sumenep, especially in the tourism sector, which needs to be continuously developed to support sustainable economic and welfare improvements. Minbaeva (Minbaeva, 2013) and Minbaeva et al (Permatasari 2022), also agree with this. To enhance innovation as a knowledge-based process, managers must adjust traditional HRM (Kianto et al., 2017). Therefore, the richness of cultural values and traditions as well as the preservation of the village that produces the most kris masters in the world, which has previously received world recognition and was awarded by the

Indonesian Ministry of Tourism and Creative Economy, needs to be preserved and developed.

The challenge is made worse by the awareness of the younger generation, who are gradually forgetting the values and elements of culture (Nurmalisa 2017; Morena et al., 2022). Even a study conducted by Nurmalisa said that students today do not understand local languages, and do not know local fairy tales or traditional games. So that a more in-depth study of human resource management in stimulating and harmonizing the values of cultural wealth amid the flow of modernization and technology, as well as innovation in an effort to create a competitive advantage is important to be studied in more depth.

With the hope that the results of this study can later become a scientific study material and reference in an effort to improve the performance and development of tourist villages in Sumenep, especially in the Keris Tourism Village in an effort to improve the performance of Keris tourism village innovation to then be able to increase economic value and sustainable community welfare.

2 METHOD

The method used in the research is a systematic literature review used in this article, which starts from the field of human resource management and then looks at its application to the field of local tourism in this case the keris tourist village in Sumenep and how to create innovation and sustainable growth.

A systematic literature review is a term used to describe a type of research methodology or research development that is used to collect and evaluate research on a particular topic focus.

SLR research is conducted for a variety of purposes, including to identify, study, evaluate and interpret all available research in the subject area of a phenomenon of interest, with specific relevant research questions (Lusiana and Suryanu, 2014; Barricelli et al., 2019). The process for this research is based on the five steps proposed by Khan et al. for the research based on systematic review, in which the authors provided an explanation of the tasks accompanying a systematic literature review such as selecting, reviewing and quality assessment of the reviewed literatures (Khan et al., 2003). The five steps and the actions taken by the researchers are as follows:

2.1 Framing the Question for the Review

In this step, the research question and related terms should be clearly specified before starting the actual literature review. In the case of this research, there are two parts or two research questions:

QR1: How is human resource management in keris preservation in the keris tourism village?

QR2: How is innovation performance in the keris tourism village of Sumenep?

QR3: What are the strengths and weaknesses of the management of the Sumenep kris tourism village?

2.2 Identifying Relevant Work and Literature

To obtain as many relevant citations as possible in this study the focus was on electronic sources and documents containing the following keywords: 'village tourism keris Sumenep', 'human resource management village tourism keris', and 'institutional management village tourism kerisumenep'. More specifically, these sources are journals related to tourism and village development.

In this step, the discovered papers or publications would be filtered according to certain quality measures to identify the found publications. The standards are as follows: The paper must be clearly related to the research question and have a clear methodology. The research must be sourced from trusted resources and journals. In this regard, papers that are based on a single case study were excluded, since the findings cannot be generalized. The publication year of the papers must be 2015 or above.

2.3 Summarizing the Evidences that Answer the Research

In this step, the discovered evidences related to the research questions will be gathered and summarised in order to prepare them for fifth step which is data analysis or findings interpretations

2.4 Interpreting the Findings

In this final step of the study, the discovered results from the previous steps be analysed in order to conclude the stakeholder groups in the ERP implementation project as well as CSFs that concern each of these groups. Critical success factors can be defined as the aspects or elements that need to be carefully considered in order to have a successful

project.

This definition can be applied to the definition of *manusa daya manusa desa wisata keris sumenep* and innovation. Based on this explanation and on the importance of examining the Critical Success Factors in ERP Implementation, 41 articles have been investigated thoroughly in order to determine their relevance to the topic under investigation and also to answer the research questions for this study. And there 18 papers that were examined and rejected. These articles were rejected because one or more of the following reasons:

1. The year of publication is older than 2015
2. Some articles were based on single case studies- Some papers were not related directly to the Zakat for equitable distribution and poverty alleviation
3. Some papers were based on previously published conference proceedings and then updated and published in an international journal.

3 RESULTS AND DISCUSSION

Madura has experienced rapid growth in the productivity of producing kris, in contrast to production centers in other regions in Indonesia. The kris produced by the Madurese community have long been preserved until now. Aeng Tong-tong village is one of the villages that has the most kris craftsmen centers. The village produces kris on a large scale. Aeng tong-tong produced kris starting in 1983. Aeng tong-tong village still maintains one of its cultures from the past to the present. The Sumenep city enforcement program as a Kris city is a form of cultural preservation and improvement of the economic sector (Ngaisah, 2021; Tri Amelia, 2021; Roziel, 2022).

The pattern of human resource management in the preservation of kris is inhumane is carried out hereditary. The kris that are produced are kris that are always the target of kris collectors, even almost all residents who live in the village of Keris Tourism aeng tong-tong know how to produce kris of various forms (Anekawati, 2021).

The Aengtongtong kris craftsmen reduce the value of the wealth of kris art work by providing entrepreneurial examples with the aim that the child is able to preserve and develop the business he started which is a family hereditary business (Tri Amelia, 2021). The results of other studies also show that the Aengtongtong kris craftsmen have carried out the process of economic education to children through discussions of kris production

problems, the quality of kris crafts, and kris sales problems, the discussion will later solve the problems that occur in the kris craft business. And will provide thoughts to children in order to help their parents by providing solutions and providing the latest skills so that their work is able to keep up with the times (Nigsih, 2019).

In addition, the discussion of Kris sales issues is related to marketing strategies that can keep up with the times by selling Kris online.

Although the tradition of making kris in Sumenep has experienced ups and downs. But after cultural revitalization involving many parties, including the government (Bambang Tjahjadi, 2023, (Nur Laila, 2022). Which is then supported by the existence of clear legal regulations, regulated in the form of regulations according to the order of legislation or hierarchy of regional laws and regulations so that the manufacture of kris in Sumenep is growing rapidly to reach an international scale (Moh Yasin, 2020), (Unggul Sudrajat, 2020).

Innovation performance is achieved by not only continuing the previous kris patterns, but also by creating new kris patterns tailored to the corrector's order (Unggul Sudrajat, 2020), (Rohatina Noerhalifa, 2023). In addition, the community began to be able to capture national and international market opportunities by making new variations, namely the *kamardikan kris* which was used as a type of souvenir kris (Nur Laila, 2022; Moh Yasin, 2020). In the current era, kris is not only considered as an object that is only used as a display. However, kris are also considered to have high artistic value. Public awareness of the changes in the function and meaning of the kris which is then followed by the creation of the kris souvenir innovation can expand the market share of the kris and help the economic welfare of the family and the kris tourism village.

In addition, the creation of the available market share is a "conveyor belt," namely the collaboration of some of the expertise of the residents of three villages in Sumenep so as to make the kris in Sumenep still exist and have high productivity that is able to produce as many as 6,000 kris in each month [24]. The Sumenep Kris can enter the international market with a distinctive model and in accordance with market demand. International market penetration of the work of the village of kris tourism kris aeng tong is not only successful and accepted in Malaysia and Thailand, but has even begun to expand to Brunei Darussalam, Singapore, Belgium to the Netherlands (Rohatina Noerhalifa, 2023), (Siti Ngaisah, 2021).

So that the pattern of management of keris art crafts that are still maintained and preserved from generation to generation in unison by the community of the village of tourist kerisumenep becomes a force that encourages the work of keris in the village of tourist keris aeng tong tong still able to maintain its sustainability. However, there are several obstacles experienced by the community of the village of keris tourism aeng tong-tong to continue to increase productivity and innovation performance so that it can really grow the economic value of sustainability, including solutions related to the problem of exporting keris abroad which until now still experiencing obstacles and difficulties in sending keris (Siti Ngaisah, 2021. R In addition, weak community knowledge in the field of digitalization of marketing and capital (Nur Laila, 2022).

Dealing with the obstacles that are the weaknesses of the village of keris tourism aeng tong-tong Sumenep above can be done through a series of workshops and mentoring/training of human resources to build a mindset/mindset of the village community about the business of keris and other services by increasing cooperation in the value of mutual cooperation in building a super team consisting of 3 (village) village of the largest keris center in Sumenep.

For the Local Government, Disperindag can hold a discussion forum with Aengtongtong kris craftsmen who are members of the kris association (PELARAGUNG) to discuss solutions related to kris export problems. In addition, Disbudparpora can also hold events or events related to the keris, so that the Aengtongtong kris is more widely known to the public and can foster motivation for craftsmen to continue to work to create the latest innovations that can increase the value of the Sumenep kris crafts while maintaining the quality and distinctiveness of the Sumenep kris. So that through these steps it can reorganize the pattern of management of kris craftsmen's human resources in preserving the wealth of cultural values and increasing innovation as an effort to increase economic value and sustainable community welfare in the Sumenep Kris Tourism Village

4 CONCLUSIONS

The results of this study indicate that the strategy of managing human resources in the Sumenep kris tourism village is carried out from generation to generation by maintaining ancestral heritage that continues to be developed and innovated so that it

continues to produce the latest kris works that are in demand by the market.

Innovation performance is carried out through the creation of new kris patterns tailored to the order of the orderer. The development of kamardikan krises that are used as a type of souvenir kris in capturing national and international market opportunities, as well as the "conveyor belt" market policy in the collaboration of kris craft creation from several kris centers in Sumenep.

Some of the constraints that are currently the weaknesses of the development of the Sumenep kris tourism village are the difficulty of export shipping, regulatory issues, human resources & and organizational development as well as weaknesses in digital marketing capabilities and lack of capital.

In terms of knowledge implication contributions, this research recommends a human resource management strategy consisting of literature in the preservation of regional culture that can be innovated so that it can reach the international market.

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