

WEDANG UWUH BUSINESS MANAGEMENT IN KETAON VILLAGE, BOYOLALI DISTRICT

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Abstract

The aim of this research is to find out how the wedang uwuh business is managed in Ketaon Village, Boyolali Regency. This research uses qualitative research. The data used in this research is primary data. Data collection techniques use observation, interviews and documentation. The number of respondents in this study was 1 person, namely the owner of the wedang uwuh business. Data analysis techniques use data reduction techniques, data presentation and drawing conclusions and verification. The results of the research show that the Human Resources management carried out by Pak Sri Handoyo's Wedang Uwuh Business is still taught individually or personally and is only based on employee performance. For financial management, just make simple bookkeeping reports such as cash in and out. Production management is in accordance with existing procedures. The marketing management of the Wedang Uwuh product is only assisted by the social media facility WhatsApp, introducing this product from home and at home, and relying on connections from the co-owners themselves.

INTRODUCTION

Indonesia is currently experiencing the Covid-19 pandemic. The Covid-19 pandemic has had an impact on life and health education, the economy is experiencing difficulties which have reduced production activities and quite a few have even laid off their employment. Several MSME sectors also experienced a decline in income.

Currently, the government and society are expected to be able to prepare themselves to face emergency situations and act actively in anticipation. With the existence of PSBB (Large-Scale Social Restrictions) and the implementation of WFH (Work From Home) for both private and government employees, this has greatly influenced the performance of Micro, Small and Medium Enterprises (Hadi and Supardi, 2020). MSMEs are one of the sectors that drives the Indonesian economy. MSMEs are required to be able to adapt to business developments that are responsive and able to survive the times.

Business actors are faced with problems such as reduced raw materials, decreased sales, hampered production and distribution processes, experiencing difficulties in obtaining capital, lack of information technology knowledge, hampered business networks which result in low

business productivity and the ability to deal with changes in transactions is hampered due to the initial it is still done manually but is now required to be completely digital (Amalia, 2020).

These problems require business actors to work together to maintain the continuity of their business and carry out structuring and revitalization after the Covid-19 pandemic with the aim of generating commitment and trust (Hadi et al. 2020). An entrepreneur will continuously carry out innovations. To be able to reduce the negative impact on business actors, innovation is needed in the business so that it is sustainable in the long term (Kurniullah, AZ, 2021).

The Wedang uwuh business is well known to the public, especially Central Java. Wedang uwuh is a drink originating from Yogyakarta Imogiri, Bantul. In Javanese, wedang means drink while uwuh means trash. Wedang uwuh is not a drink that contains chemicals, but rather a dish whose ingredients are taken from dry leaves. The meaning of junk drinks is drinks that consist of a mixture of several ingredients. As the name suggests,

In a business there is something called management. A business can be said to be running well if it also has good business management. According to Stoner et al., (in Hanafi: 2015, p.1.6) Management is the process of planning, organizing, leading and controlling the efforts of organizational members and the process of using various other organizational resources to achieve organizational goals as determined.

However, the management of the wedang uwuh business in Ketaon, both in terms of human resources and business administration, is relatively not well organized. The importance of business management for business actors in the MSME sector can be seen from several areas such as Human Resources (HR), marketing, finance and operations (Wahyuni et, al., 2020). To maintain business continuity at Wedang Uwuh during the Covid-19 pandemic, it is necessary to strengthen the business, this aims to ensure that businesses managed during the Covid-19 pandemic can continue to run well and smoothly.

In the field of strengthening human resources (HR), this can be done by increasing knowledge, insight and skills so that they can manage their business in a more planned and better organized manner (Sandiasa and Widnyani, 2017). In the field of marketing strengthening, this is done by developing a digital marketing system that is right on target so that it can be reached by the wider community (Tasruddin, 2015). Marketing can be done by promoting via social media such as Facebook, Instagram, WhatsApp.(Karang et al., 2020)States that financial management is related to all areas of management, involving finance not only the sources and use of finance in the company but also the financial implications of investment, production, marketing or personnel decisions and the total performance of the company. Finally, strengthening the operational sector can be done in the form of improving quality, cost efficiency and appropriate distribution targets.

By knowing this, in this research the author is interested and considers it necessary to examine several aspects of managing the wedang uwuh business and the ways in which actors can maintain their business in the midst of the Covid-19 pandemic, as well as alternative solutions for surviving difficult times. Therefore, the author took research with the title Wedang Uwuh Business Management in Ketaon Village, Boyolali Regency.

METHOD

1. Types of research

This research uses qualitative research. According to (Rukin, 2019 : 6) qualitative research is descriptive research and tends to use analysis with an inductive approach. The research process and use of the theoretical basis are carried out so that the research focus is in accordance with the facts in the field.

2. Research Place

The research will be carried out in Ketaon Village, Boyolali Regency.

3. Data Type

The data used in this research are primary data and secondary data. Primary data was obtained directly from the owner or administrator of the Wedang Uwuh business group. Meanwhile, secondary data is data obtained or collected indirectly or through intermediaries such as books, notes, existing evidence or published or unpublished archives.

4. Data collection technique

Data collection techniques are techniques used to obtain, process and interpret information needed in research. To obtain data, the author used the following technique:

- a. Observation
- b. Interview
- c. Documentation

5. Data Analysis Techniques

Data analysis techniques are techniques for systematically searching and compiling data obtained through interviews, field notes and documentation by organizing data into categories, describing it into units, synthesizing it, arranging it in patterns, choosing what is important and what will be studied. , and make conclusions so that they are easily understood by yourself and others (Sugiyono, 2016: 244):

- a. Data Reduction
- b. Data Presentation
- c. Drawing Conclusions and Verification

RESULTS

1. Wedang Uwuh Business Human Resources Management

Employee management is an effort to manage or process the potential of human resources or in this case employees to be able to optimize their potential as much as possible (Rachmawati et al., 2024). The management of human resources in the wedang uwuh business in Ketaon Village, Boyolali Regency has not been well organized so that it has become one of the foundations for researchers in conducting research. The wedang uwuh business owned by Mr Sri Handoyo has been established since 2010, and has 20 employees.

"BusinessI formed this Wedang Uwuh on January 1 2010. During the 14 years of running this Wedang Uwuh business, I have had 20 employees who help with business operations from production to product distribution. I provide daily salaries to employees, operating my own business during Monday to Saturday and Sunday holidays. "Employees get a salary of IDR 150 for every 1,000 packs produced so the system is piece rate."

Based on this statement, it can be seen that Mr Sri Handoyo's wedang uwuh business is an MSME that has been around for quite a long time, namely 14 years, assisted by 20 employees to help with the production and distribution of this wedang uwuh product. So, based on the number of employees, Mr Sri Handoyo's wedang uwuh business is included in the small business category.

According to Mr. Sri Handoyo's statement, "The employees here work in the production and distribution area, starting from the production process, from helping to choose good raw materials, washing, cutting, drying, mixing, packaging, up to the distribution, I am assisted by the the employee. "For bookkeeping, financial reports and so on, I still do it myself so I still feel like it's a hassle when I make bookkeeping reports like that and I'm not always at the production site because I'm also the one who does the marketing by offering wedang uwuh products to the market."

According to the source's explanation, the employees in the Wedang Uwuh business are only limited to helping with the production and distribution process and have not yet expanded into financial management and marketing of the Wedah Uwuh product. Meanwhile, the owner, in this case, Mr. Sri Handoyo, finds it quite difficult to prepare monthly financial reports because he is not always at the production site because he does marketing elsewhere. So, to overcome these difficulties, it is necessary to carry out human resource training in this wedang uwuh business so that it can make work easier.

Regarding human resource training, according to Mr Sri Handoyo: "I realized that my training system was still very, very lacking, where my training system was that initially I observed each of my employees who had the potential for me to give responsibility to. So I first see how my employees perform. If my employees have good performance then I give them more responsibility than others by initially giving them training first. The training is only limited to teaching individually to individuals or still personally. Then I trust it slowly and I monitor its performance while working."

Based on the results of research based on interviews regarding human resource management in the Wedang Uwuh business, managing human resources is still very simple. Management of human resources or in this case employees of the Wedang Uwuh business is still taught individually or personally and only based on the performance of the employee. So employees who do not have initiative will not be trained to their potential. Human resource management needs to be done to help the Wedang Uwuh business experience improvement by assisting in financial management and marketing management.

2. Wedang Uwuh Business Financial Management

As for Mr. Sri Handoyo's statement regarding the importance of financial reports for an MSME is: "In a month's period to know how much profit from this business is by looking at the financial reports. So to be able to think about future plans for how many packs to produce for a month's period, look at last month's financial report. If profits increase then production can be increased and conversely if profits decrease then production needs to be reduced. So I can say that it is very important to prepare financial reports to find out whether our business is making a profit or a loss so that by knowing the performance of our business, we can make decisions about what is appropriate for our business in the next period. "Even though in this business, making financial reports is still very, very simple, namely by making simple bookkeeping reports."

In Running the Wedang Uwuh business operations, Mr. Sri Handoyo applies simple financial reports such as cash in and cash out reports. "I apply simple financial reports such as cash in and cash out. This is to find out whether the wedang uwuh business has experienced profits or losses within a certain period of time. The production cost of wedang uwuh is IDR 10,000,000 in one production process. Wedang uwuh consists of the ingredients, namely sugar, spices, ginger, clove leaves, nutmeg leaves, sweet leaves, cloves, secang wood and cardamom. Also plastic to wrap the wedang uwuh. I sell retail or wholesale products, per pack I charge IDR 3,500 or IDR 40,000 per dozen. "Net profit for 1 month IDR 50,000,000 or IDR 12,000 per pack."

However, not all employees have an understanding of financial reports. This is one of the obstacles experienced by Sri Handoyo as the owner. Because financial reports are very important for the business. So there is a need for training regarding bookkeeping to make financial reports. Where Mr Sri Handoyo continues to provide training and assistance to his employees in preparing these financial reports.

"So far, I have been recording financial reports myself and assisted by several employees, because not many employees understand and can make these financial reports. This is of course a problem for me during operations, because if I can't make financial reports because I have business, there aren't many employees I can trust to make financial reports. However, I am still active in providing training for employees who cannot yet make financial reports, so that they can increase their skills in operating this business."

From The results of the research regarding the financial management of Mr. Sri Handoyo's Wedang Uwuh business only carried out simple bookkeeping reports such as cash in and out, even though according to the source himself, preparing financial reports was important. According to the research results, based on the results of interviews with sources, it is important to prepare financial reports, knowing whether the business being run is experiencing a loss or making a profit. And by preparing financial reports, the amount of profits and losses can be known.

3. Management of Wedang Uwuh Production During the Pandemic

Production management in Mr. Sri Handoyo's wedang uwuh business starts from selecting raw goods from the wedang uwuh itself, processing the raw materials for wedang uwuh, packaging, and continues with distribution accompanied by marketing of the wedang uwuh products where the production management of wedang uwuh is still managed by Mr. Sri Handoyo himself is sometimes assisted by experienced employees.

Based on the presentation from the resource person, it can be seen that the production management of the wedang uwuh business starts from searching for farmers or suppliers of spices and ingredients for wedang uwuh, making wedang uwuh to packaging wedang uwuh, and distributing it. Due to the presence of ginger which has a fairly high water content, this wedang uwuh product has a short shelf life, so sometimes consumers get complaints in the form of mold being found in the wedang uwuh product, especially in the ginger. Meanwhile, ginger is the ingredient that determines the warmth of the wedang uwuh produced, so when choosing the ingredients for wedang uwuh you have to be really precise.

In the wedang uwuh product, Mr Sri Handoyo's business still has shortcomings which are explained in more detail as follows:

"We often get complaints from consumers that moldy ginger is found in the packaging, whereas ginger is what determines the taste of the wedang uwuh produced. If the ginger becomes moldy, it is certain that the ginger is not used and this will certainly reduce the deliciousness of the wedang uwuh and also reduce the benefits produced by the wedang uwuh. Even though we have chosen the best ingredients, we still find products with moldy ginger. Maybe in the future I want to make wedang uwuh products with different variations such as powdered wedang uwuh to reduce the potential for moldy ginger to be found. "However, I am still studying the breakthrough in making this variant of wedang uwuh powder because it requires quite sophisticated equipment and I am afraid that the resulting taste will not be as delicious as wedang uwuh with the ingredients still intact."

"During the pandemic, it was very complicated, because of restrictions on social activities from the government. So I implemented a shift entry system for employees. My employees come in for 1 day then take 1 day off, apart from that I also implement health protocols in accordance with government recommendations. This is of course to maintain product quality during the production period. "I clean the tools used such as machines, sealer presses and vehicles regularly to protect against exposure to the Covid-19 virus."

From the results of research based on the results of interviews with sources regarding the production management of the wedang uwuh business, it is still very simple. Where the wedang uwuh product is still made manually, the drying process of raw materials, namely spices, relies heavily on sunlight. So, due to the lack of optimal drying process in the raw materials used for Wedang Uwuh products, there is mold in the Wedang Uwuh products, thereby reducing the quality and efficacy of the Wedang Uwuh.

4. Marketing Management of Wedang Uwuh During the Pandemic

According to the results of observations that have been carried out to carry out marketing for wedang uwuh products, Mr. Sri Handoyo carries out branding door to door and relies on the connections of his colleagues and uses the social media facility WhatsApp. Based on statements from sources that:

"For my own branding, I tried to make improvements. Initially I only used small stickers that only included the name of the product. Now I have improved it by adding information about the place of business, its composition, how it is served, and the benefits of wedang uwuh itself. Apart from that, I also include halal licensing and maybe in the future I will also include PRT, but if you use PRT you are not allowed to list the benefits of this Wedang Uwuh product, whereas what I want to highlight about this Wedang Uwuh product is to list the benefits of the Wedang Uwuh product, so I still "I'm a bit hesitant about registering this domestic worker's permit."

Because this wedang uwuh business was founded in 2010, Mr. Sri Handoyo's wedang uwuh business is somewhat hampered in terms of marketing because usually Mr. Sri Handoyo sells face to face, but due to social restrictions, the marketing of this wedang uwuh business has changed. During the pandemic, the product marketing process was via social media in the form of WhatsApp where Mr Sri Handoyo contacted his colleagues to offer his products. Further explanation from the source explained that:

"I used social media to do marketing during the pandemic. This is because it is more effective because it can reach the wider community. Moreover, during the pandemic, social activities are not allowed. During the pandemic, which requires us to maintain our body stamina by consuming spices, this wedang uwuh could be a solution so I intensively promote it on social media. Apart from actively promoting on social media, in marketing I also use connection techniques between friends, so I send messages to my friends, both friends who are close to me and long distance, and are assisted by the social media facility WhatsApp."

Based on Mr. Sri Handoyo's explanation, it can be seen that the marketing of the wedang uwuh business is still quite limited, where only the social media WhatsApp is used, and only Mr. Sri Handoyo's colleagues know about Mr. Sri Handoyo's wedang uwuh business, so it can be said that the marketing is still less effective. Due to the ineffectiveness of WhatsApp social media, Mr. Sri Handoyo has started to expand into online shops, namely Shopee, but Mr. Sri Handoyo is still in the process of understanding the procedures for selling in online shops.

DISCUSSION

1. Management of Human Resources for the Wedang Uwuh Business in Ketaon Village, Boyolali

Managing Human Resources (HR) is very important in business because it plays a direct role in increasing productivity and work efficiency. Good HR management ensures that employees are placed according to their skills, so that they can work more effectively and produce higher output. Proper HR management also helps in employee development and retention through training and development programs, which improve skills and job satisfaction, and reduce the costs of recruiting and training new employees. Effective HR management is the key to creating a competent, motivated and productive workforce, which ultimately contributes to the Company's long-term success and growth.

If we relate it to the findings in the field, it shows that Pak Sri Handoyo's Wedang Uwuh business only has 20 employees. The employees at the Wedang Uwuh business only help in the production and distribution process. So, financial and marketing matters are

still handled by Mr Sri Handoyo himself. In fact, Mr. Sri Handoyo also finds it quite difficult to prepare monthly financial reports because he is not always at the production site because he does marketing elsewhere. Mr Sri Handoyo tried to overcome this by providing training to employees who were considered potential. Usually Mr Sri Handoyo first looks at the performance of his employees and then provides training if the employee has great potential. The training system itself is carried out personally and of course this has both positive and negative impacts.

So in this case the human resource management of the Wedang Uwuh business is still very simple. Management of human resources or in this case employees of the Wedang Uwuh business is still taught individually or personally and is only based on employee performance. So employees who do not have initiative will not be trained to their potential.

According to research conducted by Hartati & Suryaningsum, (2019) where the results of the research actually explain that Human Resources, namely mothers in Dukuh Hamlet, are given training together so that the knowledge and skills of the mothers there can develop. The knowledge and skills of the people of Dukuh Hamlet, especially housewives, increased after participating in the empowerment program through training activities in procuring the wedang uwuh business. This is in contrast to the training system carried out by Pak Sri Handoyo where he only carries out training for each individual. Collaborative employee training has proven to be effective compared to individual training. However, the results of this research also have similarities with the results of previous research conducted by Hartati & Suryaningsum, (2019) where the Human Resources who work are the community around the place of business.

2. Financial Management of the Wedang Uwuh Business in Ketaon Village, Boyolali

In financial management, company performance is very influential because financial management helps business actors related to business management starting from budgeting, planning, and basic knowledge of finance to achieve business financial goals. When managing a business, good financial management is needed to produce good performance. If the financial aspect gets better, the performance of MSMEs will increase (Wahyudiati & Isroah, 2018).

If it is related to the findings in the field, it shows that Pak Sri Handoyo's Wedang Uwuh business still uses traditional recording methods. Where for Mr Sri Handoyo, he only makes simple bookkeeping reports such as cash in and out. Even though financial reports in the modern era do not only focus on cash inflows and outflows, financial reports must include Profit and Loss Reports, Balance Sheets, Cash Flow Statements,

Changes in Equity Reports, Notes to Financial Reports, and Segment Performance Reports.

So, for the financial management process in the Wedang Uwuh business, there are still several parts that need to be improved and developed. Finance is important in managing business progress. Therefore, it is not only the financial reporting system that must be improved, but also the payroll system and various administrations for running a business.

The results of this study have similarities and differences with the research results Shanindita et al., (2023) where the similarity is that this research and previous research both discuss the financial system and financial recording carried out by the Wedang Uwuh business. Where the difference in this research is that financial recording is still carried out, there is only simple recording, namely cash in and out. Meanwhile, previous research has used computers and Excel in financial recording. Meanwhile, the research similarity is that this research and previous research both discuss improvements in the financial system.

3. Production Management of the Wedang Uwuh Business in Ketaon Village, Boyolali

According to Wijaya, et.al. (2020) Management of production operations is generally defined as activities to direct or control the use of resources to produce products in the form of goods or services. Production management strategies in Micro, Small and Medium Enterprises (MSMEs) are very important because they affect operational efficiency, product quality and the ability to compete in the market. With a good strategy, MSMEs can optimize resource use, reduce production costs and increase productivity.

If we relate it to the findings in the field, it shows that in the Wedang Uwuh business Mr Sri Handoyo chose the Wedang Uwuh product type which is a traditional drink typical of Yogyakarta, Indonesia, which is known for its distinctive taste and aroma as well as its health benefits. Production management in Mr. Sri Handoyo's wedang uwuh business starts from selecting raw goods from the wedang uwuh itself, processing the raw materials for wedang uwuh, packaging, and continues with distribution accompanied by marketing of the wedang uwuh products where the production management of wedang uwuh is still managed by Mr. Sri Handoyo himself is sometimes assisted by experienced employees.

Based on the explanation from the resource person, the production of Pak Sri Handoyo's Wedang Uwuh has fulfilled the sequence in the production process starting from selecting the type of product, the process of determining raw materials, the process

of processing raw materials into finished goods such as cleaning raw materials and cutting raw materials to simplify the packaging process up to The product is packaged so it can be distributed.

However, due to the presence of ginger which has a fairly high water content, this Wedang Uwuh product has a short shelf life, so sometimes consumers receive complaints in the form of mold being found in the Wedang Uwuh product, especially in the ginger. Meanwhile, ginger is the ingredient that determines the warmth of the wedang uwuh produced, so when choosing the ingredients for wedang uwuh you have to be really precise.

Research conducted by Widyawati, (2022) in line with the results of this research where the raw materials still utilize the potential that exists in the surrounding environment to produce wedang uwuh. However, the results of previous research also have differences with the results of this research, where the object of this research, namely Pak Sri Handoyo's Wedang Uwuh business, has not been able to increase public awareness about managing local food resources which can increase community income.

4. Marketing Management of Wedang Uwuh in Ketaon Village, Boyolali

According to Shinta (2011) marketing management is an effort to plan, implement which consists of organizing, directing, coordinating and supervising or controlling marketing activities in an organization so as to achieve organizational goals together effectively and efficiently.

The marketing function can be measured in various aspects of the quality of the products being marketed, the suitability of the prices given to consumers, and the timeliness of delivery of goods. In the marketing management function there are analysis activities which aim to understand the market and its marketing environment, so that we can find out how big the opportunity is to seize the market and to find out the threats that will be faced (Sudarsono, 2020).

Covid 19 has given MSME players a lot of homework, not just looking for profits but how to survive amidst the onslaught of recession waves. One effective way is to use a digital marketing strategy which is still little used by actors (Hadi & Zakiah, 2021). During the pandemic, the product marketing process was via social media in the form of WhatsApp where Mr Sri Handoyo contacted his colleagues to offer his products. However, Mr Sri Handoyo considered this method to be less effective, so he tried to enter the online shop, namely Shopee. However, because he is no longer young, he still needs time to study to understand the online shop system.

The marketing management of Mr. Sri Handoyo's wedang uwuh is still very simple. It can be seen based on the results of interviews with sources that the marketing of the Wedang Uwuh product is only assisted by the social media facility WhatsApp, introducing this product from home and at home, and relying on connections from the co-owners themselves. So it can be said that the marketing management of the wedang uwuh business is not optimal. Mr. Sri Handoyo should have started considering employing young people who understand digital marketing so that he can increase his business sales.

The results of this study have similarities and differences with the research results Yelvita, (2022) where the similarity is that this research and previous research both discuss the marketing system for Wedang Uwuh products where most of the marketing is also done online. However, the difference between this research and previous research is that the previous research discussed more about the evaluation of the decline in sales of Wedang Uwuh at CV. Centerindo Kurnia Tritama. Meanwhile, this research discusses the marketing strategies currently being implemented by Pak Sri Handoyo's Wedang Uwuh business.

CONCLUSION

Based on research regarding the expansion of market segments in the Wedang Uwuh Business in Ketaon Boyolali Village the following conclusions can be drawn:

1. Management of Human Resources for the Wedang Uwuh Business in Ketaon Village, Boyolali

The HR management carried out by Pak Sri Handoyo's Wedang Uwuh Business is still very simple. Human resource management or in this case employees of the Wedang Uwuh business is still taught individually or personally and is only based on employee performance. So employees who do not have initiative will not be trained to their potential. Apart from that, employees here can only help in the production and distribution process.

2. Financial Management of the Wedang Uwuh Business in Ketaon Village, Boyolali

Financial management carried out by Pak Sri Handoyo's Wedang Uwuh Business still uses traditional recording methods. Where for Mr Sri Handoyo, he only makes simple bookkeeping reports such as cash in and out. Even though financial reports in the modern era do not only focus on cash inflows and outflows, financial reports must include Profit and Loss Statements, Balance Sheets, Cash Flow Statements, Changes in Equity Reports, Notes to Financial Reports, and Segment Performance Reports.

3. Production Management of the Wedang Uwuh Business in Ketaon Village, Boyolali

Production management carried out by Pak Sri Handoyo's Wedang Uwuh Business is in accordance with existing procedures. This starts from choosing a product type that is clear and halal, determining good raw materials, the processing process to produce a distinctive taste that is not dangerous when consumed and also the design of the product packaging used so that the product can be distributed.

4. Marketing Management of Wedang Uwuh in Ketaon Village, Boyolali

The marketing management carried out by Pak Sri Handoyo's Wedang Uwuh Business is still very simple. It can be seen based on the results of interviews with sources that the marketing of the Wedang Uwuh product is only assisted by the social media facility WhatsApp, introducing this product from home and at home, and relying on connections from the co-owners themselves. So it can be said that the marketing management of the wedang uwuh business is not optimal.

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