

HRM STRATEGY: PSYCHOEDUCATION TO OVERCOME BURNOUT FOR MSMEs IN BUSINESS DEVELOPMENT

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Abstract

In the era of technological progress, various pressure situations and the burden of life responsibilities experienced by MSMEs such as unstable economic conditions, tight business competition against fellow business actors, lack of quality human resource knowledge, difficulty in developing creativity and innovation and other pressures experienced by MSME actors. Thus, MSME actors are very vulnerable to experiencing burnout. Burnout is a form of self-response fatigue in internal or external processes that can lead to a person's physical and psychological tension. The main aim of this research is for MSME actors to be able to overcome the burnout conditions experienced by providing knowledge about HR management in overcoming stress management is a way of thinking and reacting that is shown to overcome the impacts caused by burnout. This education targets MSME actors in Madiun City. Methods used in In this research, psychoeducational activities involve providing material accompanied by the Box Breathing relaxation technique and providing the Coaching Game Point Of You in the form of several picture cards that can stimulate the subject's mind. Psychological techniques for effective communication. This psychoeducational activity received a positive response from MSME actors. This psychoeducation activity has benefits for MSME players, such as knowing more clearly about the burnout they experience and how to process burnout well. Based on the implementation of the activities that have been carried out, MSME actors appear to have high enthusiasmBased on observations and interviews, many participants asked questions for consultation and resulted in changes in the atmosphere of MSME players becoming aware of the situation to develop amidst business competition which requires mental health to be productive.

Keywords: HRM Strategy,; Stress Management, Burnout, Relaxation, MSME Development.

Introduction

Digitalization colors changes in development and sustainability of global competitive business strategies, triggering MSMEs to understand digital literacy, financial literacy, fintech and human resource management strategies as capital. Indonesia is estimated to experience a demographic bonus between 2025 and 2045. This demographic bonus will reach its peak in 2030, with a productive workforce of around 70 percent of the total population (Rusiana, 2021). The entrepreneurial ratio before the demographic bonus coming from the younger generation is important because it plays a role as a job creator (Saputra, 2022). Indonesia is a developing country that continues to drive the growth and development of MSMEs. The growing competitiveness of MSMEs continues to develop with the existence of digital technology, increasingly easy transactions, online shops,

social media, fintech, package delivery which also continues to develop business, entrepreneurship training, and government support. which increasingly supports welfare efforts for MSME actors, coaching the younger generation also has a vision and mission that builds on the Global Entrepreneurship Index (GEI) data on Indonesia's current position. ranked 94th out of 137 countries with this, efforts continue to empower society because we continue to learn from other countries such as Singapore, Brunei Darussalam and Malaysia shows that Human Resources in Indonesia are an important factor in developing MSMEs to grow and sustainably achieve prosperity, the quality of human resources in business strategy is a part that must be quality. Business strategies are carried out in the implementation of HR quality which is a benchmark for MSME performance and productivity. Productivity and performance efforts are increasingly good, but there are many problems that are still faced by the failure of SMEs to build businesses which will add to the problems

The large number of unemployed is a problem that still has to be faced due to failure in entrepreneurship Unemployment can be influenced by a lack of job prospects and a lack of human resource capabilities making it difficult to create jobs (Sahban et al., 2018). Competition for jobs is currently experiencing problems where human resources have to compete to occupy jobs because technology reduces the need for human resources, especially in the midst of the COVID-19 outbreak which has an impact on all economic sectors due to limitations in financial markets, corporate offices, companies and events. This strategy reduces business actors' income and labor requirements. This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License. Causing companies to lay off workers (PHK) and close their doors, resulting in an increase in unemployment (Herispon, 2020).

The COVID-19 epidemic has made the economy and jobs in the informal sector insecure, but it has also affected the formal sector in an uncertain way. This affects workers in the formal sector (Herispon, 2020). Entrepreneurship has both good and bad consequences for students. Students benefit from entrepreneurial activities because they can gain knowledge and experience in entrepreneurship. Students who are entrepreneurs will learn from an early age how to do entrepreneurship correctly and how to find the right answers when experiencing difficulties in entrepreneurship. Another benefit is that it can help create jobs and reduce the number of unemployed. However, there may be detrimental consequences for students' entrepreneurial activities, such as time allocation problems, which can cause students to become complacent with lectures. In fact, these efforts can cause students to become unmotivated to study (Musabiq, 2018). Students are one of the parties who are expected to improve the national economy, because students have a role as an intellectual generation who have academic abilities and scientific discipline

This research explores HRM strategies, HR burnout conditions in dealing with various problems faced by MSMEs such as needs, financial literacy, financial technology on the development performance of MSMEs in the digital era with intense competition. Burnout

is very high, so psychoeducation becomes a strategy to generate thinking to develop. This research is to analyze the contribution to the sustainable development performance of MSME players in facing challenges. Based on this, researchers are interested in conducting training on stress management and relaxation techniques for MSME players. Stress management can be defined as a technique to reduce the burden and pressure felt by MSMEs, both in terms of work and personal life.

METHOD

In this research, a descriptive qualitative method was used, a technique of collecting data using observation and interviews and providing psychoeducational activities with the theme Stress Management and Relaxation Techniques for MSME actors, aimed at increasing the productivity and welfare of MSME actors by knowing more clearly about the stress they experience. The method used in psychoeducational activities is by providing material. During the explanation of the material, relaxation techniques using the box breathing technique are also carried out. After the delivery of the material, a coaching game point of you is given in the form of several picture cards that can stimulate the subject's mind. The aim of this method is to be able to find out and be able to manage the stress you are experiencing yourself. This education targets MSME actors in Madiun City. This activity is carried out in two stages, namely the preparation stage and the activity implementation stage. The explanation at each stage is described as follows: Planning Stage

At this stage, the first step taken is to carry out a needs assessment to prepare an activity plan which will become a research blueprint using observation and interview techniques in assisting MSMEs in this psychoeducation. After conducting field observations and analyzing determining a sample of MSMEs and HR actors who need assistance, interviews will then be carried out and assistance will be provided with stress management material, psychoeducational methods that will be provided, namely by providing material and will continue with providing relaxation techniques. At this stage, a discussion was also held regarding the date and time of the visit to the location of the MSME actors to provide assistance in providing psychoeducational material and making psychoeducational material according to the predetermined theme as well as creating reflections that would be given to MSME actors in accordance with field observations. Determining the research sample by using data analysis of MSME actors who fall into the micro, small and medium MSME categories .

B. Activity Implementation Stage

At the implementation stage of the research implementation stage, the researcher as presenter begins by delivering material on the main topic. The interview analyzed problems among MSME actors, then explained in general about stress and how to manage stress well and provided several examples of stress management strategies to clarify participants' understanding of the material that had been given.

During the activity, researchers invited MSME players to carry out relaxation techniques using the box breathing technique to inhale, exhale slowly through the nose, and hold it for 4 seconds without inhaling. This technique is to overcome burnout in MSME players. This technique can be done repeatedly, to get maximum results. This technique aims to restore normal breathing rhythm after facing a stressful situation (Stinson 2024). Technique is one step that can reduce feelings of burden and mental pressure. The approach to psychoeducation is to use a positive psychology approach. This approach focuses on the potential or strengths that exist in humans and how humans as individuals can be useful and achieve success (Nakamura & Csikszentmihalyi, 2012); (Lopez & Snyder, 2012)). The positive psychology approach is a reaction to approaches in other psychological domains which tend to focus on negative things or disorders that exist in individuals. Psychology itself is closely related to negative issues such as depression, anxiety, or disorders (Bowers in Weiten, Dunn, Hammer, 2018).

After the interview listened to what MSME actors complained about and then provided psycho-educational material interspersed with box breathing techniques, participants were given the opportunity to ask questions about the material. After that, MSME actors are given coaching game points of you in the form of several picture cards which can stimulate the subject's mind to develop self-confidence in dealing with the business they have as MSME actors. Different from other types of therapy, psychoeducation can not only be used for individuals who experience psychological problems, but can also be used as a social movement that aims to educate about mental disorders (Natasubagyo & Kusrohmaniah, 2019). showed that psychoeducation was proven to influence the level of literacy regarding depression. Delivery of psychoeducation through articles, pamphlets/posters and websites is more effective.

C. Evaluation Stage

The assessment of this activity was carried out to see the success of the program implementation in improving the welfare of MSMEs by providing knowledge about stress management and relaxation techniques. Evaluation through interviews and observations, interviews were conducted with registered MSME actors by asking about the effectiveness of activities for MSME actors. Then observations were carried out by observing the behavioral patterns of MSME actors during the process. It can be seen that MSME actors have a high interest in the activities carried out. . Proven by interactive communication between researchers and MSME actors as well as the number of MSME actors who responded to questions regarding evaluation of ongoing activities by building effective communication.

RESULTS AND DISCUSSION

In research on HRM strategies, stress management has become part of the key to being happy and successful in society even though faced with various difficult demands (Emilisa, Indriyarti, Yusran, et al. 2023) in line with research conducted by (Sari, et al. 2020). Then,

depression is a mental disorder related to negative emotions and feeling that oneself is useless (Beck & Alford, 2009; Fried & Nesse, 2015). That good stress management can increase self-adaptation to existing problems and demands. burnout so that MSME actors do not experience depression due to pressure, with Psychoeducation activities on Stress Management strategies and Relaxation Techniques for MSME actors implemented as a form of mentoring work program for MSME actors who are able to understand literacy, providing psychoeducation is related to the concept of mental health literacy, defined as knowledge and insight regarding mental disorders (Jorm, 2000). To improve the performance of MSMEs. To be productive, namely managing stress management as part of human resource management which aims to increase the understanding of MSME actors regarding stress, its causes, and its impact on physical and mental health and business performance.

Increasing mental health literacy can help individuals to detect mental disorders, increase help-seeking behavior, and reduce stigma (Kelly, Jorm, & Wright, 2007). Through this activity, MSME players are introduced to various effective relaxation techniques, such as deep breathing, meditation, yoga and light physical exercise, which can be applied in everyday life. In addition, they are also taught practical strategies for managing stress, including time management, problem-solving techniques, and priority setting. Psychoeducation has been proven to be effective in treating mental disorders such as bipolar (Hubbard, McEvoy, Smith, & Kane, 2016), ADHD (Hirvikoski et al., 2017), autism (Ara & Chowdhury, 2014), and depression (Imamura et al., 2016)

Apart from that, psychoeducation is effective in treating various mental disorders, including depression, but in Indonesia there is still minimal research discussing the effectiveness of psychoeducation in increasing knowledge and literacy of depression, although several studies suggest that psychoeducation can increase knowledge about depression (Christensen, Griffiths, & Jorm , 2004; Griffiths et al., 2004; Imamura et al., 2010) and suicidal behavior (Deweke & Bridges, 2017). to encourage MSMEs to adopt healthy habits that support their mental and emotional well-being. In this way, it is hoped that there will be increased productivity and efficiency in running their business, as well as achieving a better balance between work and personal life. This activity also aims to create a supportive community, where MSME players can share experiences and strategies in managing stress and business challenges. By understanding and applying stress management techniques, it is hoped that MSMEs can reduce the risk of burnout and increase their mental and emotional resilience in facing challenges and changes in the business environment. Ultimately, all of this will support the development of the business being run, ensuring that MSME players have the ability to maintain their own health so that they can continue to develop and maintain their business in the long term. This psychoeducational activity was carried out from January 15 2024 to June 11 2024. Visits started at 09.00 to 12.00 WIB. This activity was attended by 32 participants who were MSME actors. Using the interview method, visits to MSME actors

The several stages of psychoeducational research activities that have been carried out are as follows. Determine the topic

In the stage of determining the topic of burnout as a theme, carry out a needs assessment first by conducting interviews related to the activities needed by MSME players. Then, from the results of the assessment, problems were found that are usually experienced by MSME players, namely difficulties in managing stress, so that the activities in the HRM Strategy are: Overcoming burnout of MSME players in developing businesses in the 4.0 to 5.0 era.

2. Designing methods for implementing psychoeducation.

The method for implementing psychoeducation was provided by holding discussions between MSME actors in Madiun City and it was then agreed that the method used was providing psychoeducational material, followed by providing relaxation techniques and giving POY (Point Of You) cards. Then in the final session, reflection on psychoeducational activities was carried out for the participants.

3. Preparing for the Implementation of Psychoeducation.

At this stage, researchers observed data from MSME actors, coordinating with MSME actors as the sample regarding the time and date of implementation of psychoeducation. Create appropriate interview questions. Next, prepare a visit schedule, material for psychoeducational activities and create reflection questions. The final preparation is to carry out preparations according to the planned implementation method.

4. Carrying out Psychoeducational Activities.

At this stage, the psychoeducation activity was attended by 32 participants who were MSME actors in various business sectors from micro to medium MSME actors. The activity was carried out by visiting MSMEs. Conducting interviews based on observation data carried out to analyze the problems faced by MSME actors. From the data analysis, UNKM was carried out. assistance by looking at the problems faced by MSMEs, conducting interviews, discussions exploring potential sources of welfare owned by MSMEs, psychoeducation using the method of providing information about solutions to the problems faced by giving peace to MSME actors by providing cognitive stimulation for MSME actors to be more focused so that MSMEs are able to maintain mental health due to the various problems they face so that MSMEs are able to stand up and develop their business. Each individual asks questions to find solutions to their problems, exploring creative and innovative ideas, digital literacy, financial literacy, socio-psycho entrepreneurial literacy from various materials, the MSMEs will become more confident. Conduct activity evaluations.

At the evaluation stage, each MSME actor expresses his or her own opinion regarding the psychoeducational activities that have been carried out with a purpose. Based on the reflections given after the Psychoeducational activities on Stress Management and Relaxation Techniques for MSME Actors, MSME actors get a positive impact as well as something new, because they had never previously participated in activities related to mental health. This research was able to run smoothly and received appreciation from

MSME actors and other parties. Based on the results of observations made during the psychoeducational research, MSME actors actively participated in psychoeducation from expressing opinions to discussions and joint questions and answers.

Carrying out actions in accordance with the human resource management strategy in managing and empowering MSMEs requires strategic methods to increase the productivity of human resources, one of which is psychoeducational activities to overcome burnout as well as providing socio-psychological assistance and entrepreneurship material by means of relaxed relaxation with interviews for MSMEs to develop their businesses. Providing leadership material on how to lead oneself and employees in business activities. Material on financial literacy, digital marketing well. In the implementation of psychoeducation, providing material with interviews to explore complaints. Sahah of MSME actors in business, the obstacles and challenges they face. In developing a business, human resources are capital, so health efforts, both physical and mental, need to continue to be paid attention to in order to be able to make capital of superior quality, valuable in business ventures which will then develop and be able to thrive amidst the demands of an increasingly demanding era. Competitive.

CONCLUSION

Research on HRM Strategy,; Stress management for MSMEs with the theme of burnout experienced by MSMEs which hinders productivity with psychoeducation with the theme Stress Management to overcome burnout and Relaxation Techniques for MSMEs. This aims to increase the productivity and welfare of MSMEs owners by knowing more clearly. About the stress he was experiencing. Apart from that, this research can also increase the understanding of MSME actors regarding burnout due to situations and problems that cause stress, its causes, and its impact on physical and mental health and business development. Based on the results of the activities that have been carried out, MSME actors appear to have enthusiasm in activities based on observations. And many participants realized the importance of stress management in MSME actors asking questions to researchers, mental health results with brightness of thinking, MSME actors felt calm, more focused and enthusiastic. The author hopes that in the next psychoeducational research, it is hoped that there will be more participants and have a positive impact on the continuity of human resources to develop business. By looking at the conditions experienced by MSMEs who experience problems regarding various aspects of conditions and changes that make them tired, psychoeducation is needed to help MSMEs, mentoring is able to motivate them to have a healthy mind so that psychoeducation gives energy, confidence, when they are mentally healthy, they have the strength to develop creativity, innovation strategies SMEs are able to do business well

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