



Analysis of the Application of Production Management, Human Resources, and Finance in Bakpia Wong Yogyakarta MSMEs

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ABSTRAK

When it comes to the conventional food industry, micro, small, and medium-sized businesses (MSMBs) are pivotal in bolstering national economic development. Bakpia Wong Yogyakarta is a micro, small, and medium enterprise (MSME) that makes and sells bakpia, a traditional food from Yogyakarta's Special Region. Through the Practical Work Program (PKL), this research intends to examine how Bakpia Wong Yogyakarta MSMEs used the concepts of production management, human resource management, and financial management. Observation, interviews, and documentation are all parts of the research process that contribute to the qualitative descriptive approach. Daily production planning and direct quality control have helped put production management into practice, according to the findings; nevertheless, documented Standard Operating Procedures (SOPs) are still missing. Human resource management remains informal, with task distribution based on work experience. Financial management has been carried out in a simple manner, but financial records are not yet fully structured and have not been separated between business finances and the owner's personal finances

INTRODUCTION

In Indonesia, micro, small, and medium enterprises (MSMEs) play an important role in the economy by providing employment, increasing local income, and promoting development in certain areas. Small and medium enterprises (MSMEs) also help ensure that regional cultural heritage and locally produced goods will remain for a long time. Small and medium enterprises (MSMEs) in the food industry have a dual purpose: meeting basic human needs and passing down cultural traditions through their unique cuisine.

One of the most popular tourist destinations in Indonesia, the Special Region of Yogyakarta, is home to a variety of delicious and unique foods. Bakpia, a Yogyakarta specialty, has become a symbol of the city's tourism industry. Tourism has been a blessing for MSMEs involved in making and selling bakpia, thanks to increased demand from tourists. Bakpia Wong Yogyakarta is one of the MSMEs focused on producing bakpia as a regional specialty souvenir, targeting both local and non-local tourists.

Along with the increasing number of tourists and the rapid development of the culinary industry, competition among bakpia business players has become increasingly tight. This condition requires SMEs to not only rely on the taste quality of their products but also on their ability to manage the business professionally. Ensuring product quality, operational efficiency, and business sustainability heavily depends on production, human resources, and financial management strategies that are well executed.

Students can practice what they learn in class through field work internships (PKL), which are experiential learning programs. Students are required to gain a real-world understanding of a company or organization, identify current issues, and provide analysis based on applicable scientific principles through PKL exercises. The implementation of PKL at UMKM Bakpia Wong Yogyakarta was chosen because this business represents the characteristics of SMEs in the traditional culinary sector that are still developing and have potential for improvement from a managerial perspective.

During the implementation of the internship at Bakpia Wong Yogyakarta, several interesting phenomena were found regarding business management, particularly in the aspects of production, human resources, and finance. The production process is carried out routinely to meet market demand, but it is not yet fully supported by written standard operating procedures. Human resource management is still informal, with task assignments based on work experience. Meanwhile, financial management has been carried out, but financial recording is still simple and not entirely separated between business finances and the personal finances of the owner. These conditions form an important basis for further observation and analysis.

This internship program analyzes the practices of production management, human resources, and finance at Bakpia Wong Yogyakarta SMEs by taking into account the background mentioned above. As a basis for assessment and suggestions for future improvement, this study is expected to provide a summary of the management situation of the SME.

IMPLEMENTATION AND METHOD

Place and Time

On November 30, 2025, the Bakpia Wong Yogyakarta UMKM had its Field Work Practice (PKL) activity in Jl. HOS Cokroaminoto No. 149, Tegalrejo, Tegalrejo District, Yogyakarta City, Special Region of Yogyakarta 55244.

Implementation method

A qualitative descriptive approach is used for implementation, with the aim of describing and immediately understanding the application of management in the operational operations of the organization. Several methods are used to obtain data, including:

1. Direct observation, which includes observing how Bakpia Wong Keraton runs the company and its various departments, such as production, operations, human resources, and business strategy.
2. Presentation of materials, which is the dissemination of information by Bakpia Wong Keraton management about the company profile, organizational structure, core values, and strategic plans for business growth based on the creative economy.
3. A session for students and resource persons to discuss and ask questions in order to learn more about digital technology, product innovation, and management functions.
4. Collection of presentation materials, activity notes, and other documentation during the activities to support the report is the fourth component of documentation. Metode ini digunakan agar mahasiswa dapat memahami secara komprehensif penerapan konsep manajemen secara nyata di dunia usaha, khususnya pada UMKM sektor kuliner.

RESULTS AND DISCUSSION

Based on the implementation of the internship / industrial visit activities at Bakpia Wong Keraton Yogyakarta, the results of the activities are as follows:

Activity Results in Operational Management

Operational management at Bakpia Wong Keraton is implemented through the integrated management of business activities. This organization applies a one-stop-shopping approach, from activity planning and daily operational implementation to workflow management. This ensures that operations can focus on production, sales, marketing, and customer support, among other things.

In operational planning, factors such as production capacity, availability of human resources, and market demand are considered. Business managers use operational control to ensure their departments follow the established goals and values of the company.

Activity Results in Production Management

Production management at Bakpia Wong Keraton involves the management of the manufacturing process of various products, such as baked bakpia, steamed bakpia, pies, and other bakery products. The production process is designed to maintain product quality and consistency of taste as a hallmark of Yogyakarta souvenirs.

Product innovation is one of the main focuses in production management, including the development of product variants and packaging design (rebranding). Quality control is conducted to minimize production errors and increase work productivity.

Activity Results in Managing Human Resources

The company's organizational structure determines the proper distribution of tasks to carry out human resource management. The production, sales, marketing, administration, finance, and general human resources administration departments each have their own unique roles and duties. The company instills core values in all employees, including discipline, teamwork, communication, work quality, cleanliness, continuous improvement, and integrity. These values serve as guidelines in creating a productive and professional work environment.

Results of Activities in Business and Marketing Strategy

Bakpia Wong Keraton implements a business strategy based on the creative economy, which includes product and process innovation, using digital technology in conjunction with SMEs. To expand its customer base, the company utilizes e-commerce sites, delivery services, and social media platforms such as Instagram and TikTok.

The purpose of rebranding and packaging design is to make the products more attractive and strengthen the brand's reputation as a contemporary and high-quality souvenir from Yogyakarta.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Findings from the Field Work Practice (PKL) of the Bakpia Wong Keraton Yogyakarta MSME show that managerial activities have been well integrated into the company's operations, with some room for development in other areas.

First, Bakpia Wong Keraton has established a one-stop shopping model for all company operations, which are planned and coordinated in terms of operational management. The business ensures its operations are successful and efficient by planning and controlling them while considering production capacity, resource availability, and market demand.

Second, the organization has succeeded in its production management objectives by consistently producing high-quality products through careful supervision of the manufacturing process and the introduction of new technology. The company's efforts to adapt to changing customer preferences and a competitive market for Yogyakarta souvenirs are evident through the creation of product variations and packaging rebranding.

Third, there is a well-defined organizational structure that has been used for human resource management purposes, which has led to a division of labor. Building a work culture that is disciplined, professional, and quality-oriented heavily relies on instilling fundamental values in the employees.

In terms of marketing and business, Bakpia Wong Keraton has made the best use of digital technology and creative economy methods. To remain competitive and attract more customers, try rebranding, social media, or online stores.

Overall, this internship helps students make the leap from classroom theory to real-world practice by demonstrating the management principles used by

micro, small, and medium enterprises (MSMEs) in the classic food service industry.

Recommendations

The author offers the following recommendations based on the analysis and observations conducted during the internship activities:

For MSMEs Bakpia Wong Keraton

It is recommended that the purpose is to improve the reliability and quality of results by documenting and following the established Standard Operating Procedures (SOPs), with an emphasis on operational and production processes. A better administration system and the separation between the owner's personal funds and the company's funds will greatly enhance financial recording.

The company is expected to continue enhancing employee training and development, especially in the utilization of digital technology and customer service. Product innovation and digital marketing strategies need to be maintained and developed so that the company remains competitive amid the competition in the culinary industry.

For Higher Education Institutions

It is expected that they can continue to strengthen cooperation with MSMEs as PKL partners so that students gain practical experience relevant to their field of study. Provision of theory and practice before the implementation of PKL needs to be improved so that students are better prepared to face field conditions..

For Students

Students are expected to be able to utilize internship activities as a means to improve skills, professional attitudes, and analytical abilities toward real problems in the business world. The results of internship experiences can be used as material for self-competence development and as a reference in facing the working world after graduation.

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