Causality Relationship Lending with Employment Opportunities in Small Industry in District of North Aceh
Khairil Anwar, Wahyudin .................................................. 77

Empowerment of Micro and Small Enterprises through Strengthening The Agro-Industry in Banyumas
Abdul Aziz Ahmad, Rakhmat Priyono ................................... 78

Analysis of Effect Existence Industry Area in Butuh Village towards Increase Economics Activity in Mojosongo, Boyolali Regency
Nurul Istiqomah, Dwi Prasetyani ......................................... 79

**TRACK: OPERATIONAL MANAGEMENT**

The Operational Management of BMT (Study at BMT Mitra Usaha Ummat Yogyakarta)
Hendri Hermawan Adinugraha ........................................... 80

Role of Learning Process in Developing Capability to Performance: Study on Manufacturing Company in East Java
Budi Iswanto, Lena Ellitan .................................................. 81

Adoption of Technology Innovation on UMK Tempe: (Study on Member of Kopti Tempe Producers in District of Salatiga and Boyolali Regency, Central Java)
Lieli Suharti, Like Sugiono, Yenny Purwati ............................. 82

Creation of Collaboration On SMEs Supply Chain Management
Dini Hamidin, Azizah Zakiah, Akhmad Yunani ........................ 83

Assignment of Employees in SMEs through Software to Enhance Sustainable Competitive Advantage (Case Study on Dede Motorcycle Semarang)
Imam Nuryanto .................................................................. 84

Business Communication Center Based Website in Order Small and Medium Enterprises Empowerment in Sub-District Sumpiuh
Sri Lestari, Agustin Susyatna Dewi ...................................... 85

Application of Production and Human Resource Management for Business Optimization of Food Product Based White Oyster Mushroom (Chips, Sausage, Meatball)
Daryono, Santi Dwi Astuti ................................................. 86
ASSIGNMENT OF EMPLOYEES IN SMEs THROUGH SOFTWARE TO ENHANCE SUSTAINABLE COMPETITIVE ADVANTAGE
(CASE STUDY ON DEDE MOTORCYCLE SEMARANG)

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ABSTRACT

This study was conducted to determine the assignment of employees. SMEs should have a sustainable competitive advantage, an effort that can be achieved is the optimal assignment of employees. Dede Motorcycle is an SMEs engaged in services. For Dede Motorcycle, customer is everything, therefore the customer is very important and need to be maintained so as not to move to another company or competitor. Problems that occur when this method is not optimal assignment of employees (mechanics).

The sampling method was done by using purposive sampling. Method of data collection by interview to conduct a discussion with Dede Motorcycle Semarang on research instruments, determine the number of employees and number of jobs and value the skills competencies of each employee. Then compared before and after the assignment method using the software POM.

Analysis of the results obtained by the fact, that the Employee Assignment before using the software program POM, the value of the assignment showed a value of 265 (optimal value before POM) and after using the software program POM, Optimal Allocation Assignment, Sodiq working Modification Nurohim working Electrical, Mustakim work Tune-Up and Yanto work Over Hole with the optimal value of the acquisition amounted to 335 (optimal value assignment). With optimal assignment SMEs can improve competitive advantage (competitiveness) sustainable.

Keywords: Employee assignment, SMEs, software, competitive advantage.