

Human Resources Development Era Digital Business

Afiah Mukhtar^{1*}, Masradin², Asmawiyah³, Rahmat⁴ Nurjaya⁵

Sekolah Tinggi Ilmu Ekonomi Tri Dharma Nusantara, Indonesia^{1,3,4,5}

Pascasarjana Universitas Muslim Indonesia³

*Corresponding author e-mail: afiah.muhtar@stie-tdn.ac.id

Abstract: The purpose of this study is to describe the implementation of human resource management development in the digital era. This type of research is a descriptive qualitative literature study. There are several Human Resource Development Strategies in the Digital Business Age including: 1) The need for talented HR with hard skills and soft skills, 2) Providing Opportunities to Channel Ideas, 3) Appreciation and Awards. 4) Mastery of Digital Technology. 5) Excellent Service. The novelty of the strategy described in human resource development because of the results of the analysis, field conditions, problems and literature searches needed in the digital era

Keywords: Human Resource Development, Strategies, Digital Business

1. Introduction

Human resources (HR) are a very important factor that cannot even be separated from an organization, both institutions and companies. The current development of information and communication technology in the current era of globalization (digital era) certainly has an impact on various aspects of life (Amalia, S. Z, 2019).

High-quality human resources are an important capital in facing the era industrial revolution 4.0 (4IR era). The Industrial Revolution 4.0 (fourth industrial revolution/4IR) created increased job opportunities, however, encourage disruption in various fields that determine future economic development globally and present challenges in various aspects of human life, including in the employment sector, including skill transformation, job transformation, and society transformation. New technological breakthroughs provide opportunities for convenience for humans in doing work (Isdarmanto, I, 2020).

The capabilities possessed by educated people are a means for self-understanding and the environment, adaptation efforts and participation in change, main actors for change (innovators), and have a predictive and anticipatory orientation. Thus, educated humans can become role models for others (reference behavior) and have a stake in building society (society building). For this reason, educated people must have participative advantages for the realization of overall social transformation (Rezky, M. P., Sutarto, J., Prihatin, T., Yulianto, A., & Haidar, I, 2019).

According to (Savitri, 2019) states that the 4.0 industrial revolution has the potential to increase income levels and quality of life for everyone. Digital sophistication must really be utilized so that it can be mastered and controlled properly and correctly. The increasingly sophisticated digital technology today has caused major changes in the world

of the business industry. Same with information and communication technology which has changed everything in terms of life (education, work, and business) and social relations (Mardhiyah, R. H., Aldriani, S. N. F., Chitta, F., & Zulfikar, M. R, 2021).

The HR development process is one of the keys to a company's success (Saridawati, S, 2018). Improving the quality of human resources through educational channels starting from elementary and secondary education to tertiary institutions is the key to being able to keep up with the development of the Industrial Revolution 4.0 (Lase, 2019: 29). With the arrival of the digital era or what is commonly called globalization, which is increasingly running and opportunities for a brighter future can be a big capital to create change. Namely making changes in the implementation of human resource management, the success of an educational institution will not be separated from the realization of human resource management that is held within it. Reflecting on the life that is currently being passed by individuals or societies that have been adorned by technology that is increasingly heartening to use it. In this case the researcher is interested in carrying out research and will try to reveal the development of human resources in the digital era. This research was conducted using descriptive qualitative research because it aims to describe the implementation of HR management development in the digital era.

2. Research Method

In analyzing the research results, the authors used a descriptive analysis method approach. Descriptive research is research that seeks to describe a symptom, event, and event that is happening at the present time where the author tries to photograph events and events that are the center of attention to then describe them as they are (Sudjana et al, 1989).

Library techniques are used in this study, this technique is a way of collecting data on various materials contained in the library, such as newspapers, books, magazines, manuscripts, documents, and so on that are relevant to research (Koentjaraningrat, 1983). Library techniques are very important in conducting research, this is because a study cannot be separated from scientific literature (Sugiyono, 2012).

3. Results and Discussions

(Robert L. in Dawan, D. A, 2022) argues that HR planning is the process of analyzing and identifying the availability and need for human resources so that the organization can achieve its goals. Human resource development strategies according to (Jons in Sarwono & Martadireja, 2008) include:

- a. Through training.
Training aims to develop individuals in the form of increased skills, knowledge and attitudes.
- b. Education.

Development of human resources through education aims to improve work ability, in the sense that development is formal and related to careers.

- c. Construction.
Coaching aims to regulate and develop human beings as organizational sub-systems through planning and assessment programs, such as manpower planning, performance appraisal, job analysis, job classification and etc.
- d. Recruitment.
This recruitment aims to obtain human resources according to the classification of organizational needs and as one of the organizational tools in renewal and development.
- e. Through system changes.
System change has the aim of adjusting organizational systems and procedures in response to anticipating threats and opportunities for external factors.

Human resource development should not be done haphazardly because this concerns the quality of human resources for an organization or company. Quality human resources will help the company to be more developed and achieve company goals.

According to (Tahar, A., Setiadi, P. B., & Rahayu, S, 2022). Work competency 4.0 is a combination of hard skills, soft skills, ICT processing skills and knowledge to welcome the "4.0 industrial revolution" towards "society 5.0". Competencies that must be possessed by HR in the Work 4.0 era include:

- a. Digitization of work environment based on technology.
- b. Collaboration with cyber systems.
- c. Flexible work processes that can be adapted to customer needs.
- d. Mental Tasks.
- e. Work team.

The Fourth Industrial Revolution (4IR) era demands the readiness of human resources who are reliable, innovative, creative, have an entrepreneurial spirit, and have 10 (ten) skills, as follows:

- a. Complex problem-solving Skills for solving complex problems, starting with identifying, determining the main elements, seeing various possibilities as solutions, taking action to solve problems, and finding new knowledge to solve problems.
- b. Critical thinking Skills to think rationally, cognitively, and form strategies that will increase feedback as expected. Critical thinking is also called thinking with clear goals, reasoned, and goal oriented.
- c. Creativity Skills to continue to innovate, find something unique, original, or develop what already exists, and benefit society and the environment.
- d. People management Leadership skills to organize, lead and utilize human resources effectively, efficiently and on target.

- e. Coordinating with other Skills to work with others, both inside and outside the organization.
- f. Emotion intelligence the skills to understand, accept, assess, manage, and control the emotions of oneself and those around them.
- g. Judgment and decision making the ability to draw conclusions and make decisions under any circumstances, even when under pressure.
- h. Service orientation the desire to help and serve others as well as possible to meet their needs, without expecting mere appreciation.
- i. Negotiation Skills to talk, negotiate, and convince people in aspects of work. Not everyone naturally has the ability to produce the expected agreement, this can be mastered with practice and habit.
- j. Flexibility Skills for switching (switch) in thinking according to the needs needed, namely spontaneously compiling knowledge, and responding to be able to adjust to needs and change situational demands (Sharif, 2019).

There are several human resource development strategies in the digital business era, including:

a. The need for talented human resources with hard skills and soft skills

The soft skills needed by the industry are communication, leadership, managerial skills, being able to work both individually and in teams, the ability to accept differences, think critically and think creatively. The skills prepared at school are more related to hard skills, while the needs of students for soft skills are no less important (Sasongko, 2020). In the face of rapid change and development, a skilled workforce is a strength for the company to maintain its business, especially from the increasing onslaught of other business competitors. In the face of increasingly fierce competition, the role of people talent really supports the achievement of company goals (Ramadani, M. R, 2022). Increasing the competence of soft skills in the form of the ability to cooperate, creativity and innovation in carrying out tasks also needs to be considered (Ramadhan, A. N., & Muhyadi, M, 2021).

Categories (Cholik, A. 2020, July) to explain soft skills and hard skills, namely: (1) Fluency Thinking Skills, (2) Flexible Thinking Skills (Flexible), (3) Rational Thinking Skills, (4) Detailing Skills / Elaborate, (5) Assessing/Evaluating Skills. While the characteristics of non-Aptitude are: (1) Having a great sense of curiosity, high imagination, being challenged by pluralism, daring to take risks and having a sense of respect.

b. Provide Opportunity to Channel Ideas

Provide opportunities for employees to channel their ideas and ideas. A business industry that can develop if it accepts ideas and ideas from its employees. Employees need to be appreciated because they are the driving force behind the

wheels of the business by providing a place to express all the ideas and ideas that they have will generate a sense of satisfaction from employees because they are given space to grow and develop their potential. Ideas or suggestions from employees will make employees develop and be productive (Dawan, D. A, 2022). Providing opportunities to channel ideas is a form of company appreciation to employees (Oktavianti, N, 2021).

c. Appreciation and Awards

Employee appreciation is part of a career development indicator (Purnamasari, N. P. D., & Sintaasih, D. K, 2019). Appreciation needs to be done by the organization for remuneration for the dedication of employees to the company (Wahyuni, R. A 2019). Giving awards to employees who have shown good work performance is part of the company's policy in fostering, motivating and building employee loyalty, whereas employees who have poor performance will be given training according to their needs and if after training it turns out that employee performance has not increased then an oral and written warning will be given (Krisnahadi, T., & Septika, B. H, 2021).

d. Mastery of Digital Technology

In today's digital era, one of the problems faced by the business world is mastery of technology from human resources (Farla, W., Zunaidah, Z., Nailis, W., & Siregar, L. D, 2022). The demands of the Industrial Revolution 4.0 require competent human resources who can reflect technological sophistication and data literacy. Developments in the industrial sector (especially the production of goods and services), are usually described in the stages of the Industrial Revolution (RI) 1.0 to 4.0

(Marchel, 2019) The important role of information in this digital era causes people to often refer to the current conditions as the information age. Departing from such facts, every organization must position the administration sector proportionally. Managers in the administrative field are required to have the ability not only in the field of administration but also digital skills and a willingness to constantly improve their competence on an ongoing basis (Ramadhan, A. N., & Muhyadi, M, 2021).

Technological developments are increasingly advanced from time to time, making competition in the world of work to increase, one's job also determines one's education (Tato, A. 2022).

e. Excellent Service

Excellent service is usually referred to as service that is more than ordinary and exceeds customer expectations. Service prima is the best service provided to meet the expectations and needs of customers (Daryanto and Setyo-budi, 2014: 117).

According to Maslahah and Hasanah (2013: 255) things related to excellent service are: 1) Able to do good communication, 2) Able to work well (Attending, Listening, Observing, Clarify and Responding), 3) Able to work well individual or group. 4) Able to communicate with A3 concept, (Attitude, Action and Attention).

Some easy steps to do excellent service in business include:

a. 3S (Smile, Greeting, Greet)

The first way to implement excellent service in business is to apply 3S (Smiles, Greetings, and Greetings). When a customer arrives, give him a smile, then say hello, and a few words to say hello. In this way, customers will feel valued and feel that they are an important part of your business. When you are tired or have a disturbing thought, do not show it to customers. Keep smiling even though your heart is not feeling well.

b. Accepting Criticism

Criticism is a means to advance your business for the better, therefore accept criticism from customers. Because at least you know what customers want, so you can improve to be better and better.

c. Fostering Good Relationships with Customers

The way to implement excellent service in the next business is to foster good relationships with customers. Assume that customers are your family, so that a good relationship will be created between you and the customer. But there is a need to remember that your closeness to customers should not be too close (like a close friend), there are still limits in speaking (don't even feel that customers don't appreciate you).

d. Customer is king

Instill in yourself that the customer is king. You know how to treat a king, right? Follow every customer wants (according to your ability). Thinking the customer is king is the next way to implement excellent service.

e. Customer Focus

The last way to apply excellent service in a business is to stay focused when a customer arrives, don't switch to another focus. For example, when a customer orders something or when he asks to calculate the costs he has to pay, don't distract from that so the customer doesn't get annoyed. Stay focused until the customer leaves (Putra, A. M, 2019).

4. Conclusions

There are several Human Resource Development Strategies in the Digital Business Age including: 1) The need for talented HR with hard skills and soft skills, 2) Providing Opportunities to Channel Ideas, 3) Appreciation and Awards. 4) Mastering Digital Technology. 5) Excellent Service. The novelty of the strategy described in human resource

development because of the results of the analysis, field conditions, problems and literature searches needed in the digital era.

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