
Human Resources Competency Analysis In Facing the Digital Era

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Abstract

The Digital Era, which is characterized by technological sophistication and changes in thinking patterns, has influenced various sectors, including the world of work. Human Resources (HR) are required to always follow technological advances and be able to face changes quickly. Human Resources (HR) are a key factor in facing the challenges and opportunities that arise in the current digital era. This research aims to analyze the HR competencies needed to prepare organizations to face the Digital Era. and how organizations can optimize HR potential in improving performance and innovation.

Keywords: HR Competency, Digital Era, World of Work, Technology, Innovation, Human Resource Management.

INTRODUCTION

Human resources (often abbreviated as HR) is one of the most important things that cannot be separated from any organization, be it a business or an institution. Human resources also function as a key that shows the growth of a business. In fact, human resources are people who work for an organization as employees, researchers, and advisors to achieve organizational goals. Human Resources (HR) is a productive work ethic that functions as an organizational force, both in institutions and in businesses, and therefore, this must be studied and developed.

Current technology has developed rapidly and the industrial revolution 4.0 has had a significant impact on various sectors in the world, including the business and organizational sectors. Organizations must adapt quickly to remain relevant, competitive, and competitive. For this reason, it is important for organizations to adapt to the presence of today's advanced technology by updating the competencies possessed by Human Resources (HR). These competencies include technical skills, interpersonal skills, and an understanding of rapidly developing social and technological dynamics.

Human Resources (HR) as an important asset for the company must be able to adapt to this dynamic, especially in terms of competencies that must be possessed by the workforce in order to remain relevant and effective in facing the challenges of the times. Relevant HR competencies are key to creating a productive and innovative work environment.

This study aims to analyze the HR competencies that need to be possessed in facing current challenges and changes, as well as how companies can prepare and manage HR to optimize potential to achieve sustainable success.

METHOD

This study uses a qualitative descriptive method. Qualitative data is a type of data that is not presented in the form of numbers, but rather descriptions and narratives. Literature study is a research method that is carried out by searching for

and analyzing data and information from various library sources, such as books, scientific journals, scientific articles, and other library sources that are relevant to the research topic and literature study approach and interviews with HR who are already working. The data obtained will be analyzed to identify the competencies needed by HR in the current digital era.

RESULTS

A Human Resources (HR) competency analysis in facing the current era is a relevant topic considering the challenges and opportunities that arise along with technological advances and changes in the way of working. Basically, HR competency challenges in facing the digital era include various aspects, ranging from digital skills, data management, soft skill development, strategy development, evaluation, and utilization of technology, data security, employee management, digital transformation, and collaboration.

Digital competence is the ability of human resources to master technology and use it effectively. In the digital era, technology is a very important tool in doing daily work. Human resources must be able to use technology well and master the applications and software used in their work.

Here are some aspects that are often discussed in scientific works that analyze HR competencies in facing the digital era:

1. **Kemampuan Digital and Technology.** One of the main competencies that must be possessed by HR in this era is the ability to master information and communication technology. Companies need to ensure that their employees are not only capable of using basic technology but must also be able to adapt to the latest devices and applications that continue to develop.
2. **Kemampuan Adaptation and Learning.** In the midst of rapid changes in the world of work, the ability to adapt and continue learning is a highly valued competency. Therefore, HR is able to adapt to these changes through continuous learning and self-development to keep up with technological developments and develop new, relevant skills to keep up with the times.
3. **Kemampuan Communication;** Communication skills are very crucial in the digital era, especially with the existence of virtual communication. HR needs to be able to communicate well via email, short messages, and other platforms. And companies need to emphasize the development of interpersonal communication competencies and the ability to work in diverse and multigenerational teams.
4. **Kemampuan Data Analysis;** HR is able to manage and analyze data well and ensure its security, especially in the digital era that is sensitive to data security, as well as the ability to predict results based on existing data.
5. **To leadership;** Although employees tend to be more individualistic and goal-oriented, they also want leadership that is more inclusive and motivates employees to develop themselves to improve the quality of effective work.

Challenges in Managing HR in the Digital Era

Managing human resources (HR) in the digital era is indeed full of challenges. One of the main ones is changing skills. Technology continues to develop rapidly, and many jobs now require new digital-based skills. For companies, this

means continuing to provide training so that employees can keep up with these developments.

NameWell, this change is not just about technical skills. Work culture is also affected. Many people are now working remotely or using digital tools to collaborate. This makes companies have to rethink how to maintain team spirit and effective communication.

Jamn that, performance management is also a challenge. In the digital age, employees do not always work in the same office, so monitoring their performance can be more difficult. However, by using the right technology, companies can focus more on results, not just processes.

Keamanan data and privacy are also things that cannot be ignored, because a lot of personal and professional information is vulnerable to attack. In this case, companies must be more careful in managing data. It is also important to utilize technology in recruitment and training.

PeThe use of digital platforms or even artificial intelligence can help companies find the right talent and provide appropriate training. Employee engagement in the digital age requires more attention. When physical interactions are reduced, maintaining employee relationships and motivation can be a challenge.

KeteLimitations in Soft Skill Competency Development, Despite having good technical skills, HR must also develop soft skills, because these skills support an individual's ability to interact, communicate, and work together with others, which is an important aspect of organizational success.

SHR Competency Development Strategy

PeIncreasing Digital Literacy, HR needs to be equipped with basic knowledge and skills in technology, such as the use of software and digital applications that are relevant to their work. This also includes an understanding of data, artificial intelligence (AI), and cybersecurity.

Coachn and Continuing Education, Conducting regular training to improve technical and non-technical skills, and providing courses or workshops on the latest digital innovations. Lifelong learning is key to facing rapid changes in the digital world.

PeDeveloping Analytical and Problem Solving Skills, the ability to analyze data and make decisions based on available information is essential. Training in analytical skills and technology-based problem solving should be a priority.

KCollaboration and Digital Teamwork, The digital era requires collaboration between various parties through digital platforms. Developing competencies in working together in an increasingly virtually connected environment is essential to increasing efficiency and innovation.

PemaUtilization of Technology for HR Management, Using digital-based tools such as performance management tools or online learning (e-learning) to monitor HR development development and needs more efficiently.

KeteDigital Leadership Skills, Introducing technology-based leadership, including the ability to manage teams working remotely or using digital tools to achieve organizational goals.

MeImprove Adaptability and Flexibility, The ability to adapt to technological

changes and new ways of working is essential. This includes being open to new ideas and being willing to learn new things as technological developments require.

Benefits of HR Competency Development

Increased Productivity, competent human resources in the use of digital technology can increase work efficiency and effectiveness, reduce errors, and accelerate business processes.

Adaptability, With continuously updated digital skills, HR can adapt more quickly to rapidly evolving technological and market changes.

Innovation and Creativity, skilled human resources can generate new ideas, innovate, and find creative solutions to challenges faced by the company, especially those related to technology.

Competitive Advantage, Companies that have HR with good digital competence will be superior compared to competitors who do not utilize technology optimally.

Improved Decision Making, Mastery of digital tools, such as big data and analytics, enables HR to make more accurate and data-driven decisions.

Increased Employee Engagement, Digital skills training and development can also increase engagement and job satisfaction, as employees feel valued and given opportunities to grow.

The importance of soft skills for HR

Soft skills include communication, collaboration, leadership, and time management skills. In today's complex and ever-changing workplace, these skills are critical to long-term success.

Soft Skill Finish

Soft skills are non-technical abilities that include how a person interacts with others effectively, manages emotions, and adapts to certain situations. These abilities include skills such as communication, teamwork, leadership, time management, problem solving, and empathy.

Soft Skill Development in the Digital Era

With the development of the times, effective soft skill mastery remains a major factor for their long-term success in the professional world. In this digital era, these skills are often the main differentiator in career competition. Although HR has strong technological skills, soft skills remain a pillar that supports HR's personal and professional success. Therefore, companies and individuals need to actively develop these skills through training, experience, and mentoring to ensure they are ready to face the ever-evolving challenges in the world of work.

Soft Skills in the World of Work

According to a report from the World Economic Forum, soft skills such as problem solving, critical thinking, and creativity are becoming increasingly needed as technology advances that automate many technical tasks. This shows that HR needs to develop soft skills to stay relevant and competitive in the market. The relevance of

HR competencies is very large, especially in facing the challenges of the digital era of work flexibility, and increasing demands for social values and sustainability. Companies that are able to adapt to employee needs and accommodate their preferences will be more successful in maintaining the quality of their performance.

CONCLUSION

KHR competencies in the Digital Era really need adjustments so that organizations can face challenges and utilize the potential of this generation. Digital competencies, interpersonal skills, inclusive leadership skills, and the ability to adapt to change are the main competencies that HR needs to have. Companies need to create a culture of continuous learning, provide relevant training, and support employee well-being so that they remain productive and feel valued. Ultimately, HR development in the digital era is about empowering people to use technology effectively without losing human values in the process. Organizations that are able to develop these competencies will be able to optimize employee performance in increasing productivity and innovation, as well as creating a more dynamic and sustainable work environment.

Organizations need to update their HR development strategies to improve digital competencies and adaptive communication.

Focus on leadership training that can manage diversity and leverage technology to enhance collaboration.

Implement policies that support work flexibility and work-life balance to attract and retain HR talent.

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