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Tembusan:  
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## Social Media Application Support Management of Human Resource in Business

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### Abstract

Teenagers and students favor this social media application to make friends and share their life stories. With its various exciting applications, this social media application has attracted professionals in running a business, significantly to improve the quality of life of their human resources. We have proven the truth and error of this assumption by examining literature sources from various domestic and international publications that discuss the advantages and disadvantages of social media in supporting the improvement of human resources among the public. Our data is analyzed using a phenomenological approach, exploring as much data as possible. We analyze it by involving an interpretation coding system in concluding according to the purpose of this study which aims to get the broadest understanding of how social media applications can help improve the quality of human resources. Based on data and scientific evidence, we can report that social media is increasingly being used not only for friendship but also to increase the quality of the company's human resources. Hopefully, this finding will be essential in improving human resources through social media applications.

### Keywords

application; social media; management; human resource; business



## I. Introduction

In the next 25 years, Indonesia's population will increase from 260 million to 311 million. Currently, Indonesia is in the fourth position as the country with the most population on the planet, then China, India, and the United States (Setianto, 2018). Through his state speech at the 2019 Regional Representative Council - House of Representatives Joint Session, President Joko Widodo said that the development of a high segment of the Indonesian population is an opportunity that can be used to increase economic development. According to the President, in 2020, the State Revenue and Expenditure Budget (APBN) strategy will focus on creating human resources that will drive the economy forward. Based on a study directed by the International Institute for Management Development (IMD), Indonesia is currently in position 62 in advanced global competition. This shows that behind the many startup networks that have sprung up in Indonesia, as a whole, our nation is still trapped in the executive framework of ordinary human assets (Sutono & Par, 2020).

Responding to the government's vision of improving human resources, GreatDay HR identified several challenges facing the human resources sector in Indonesia. As a pioneer in HR mobile applications, Great Day HR sees that awareness of the importance of human resource management is still very minimal (Dacholfany, 2017). This will lead to a lack of

allocation of funds for human resource management and innovation in the sector. Gordon Enns, Founder, and CEO of GreatDay HR said that along with the development of digital technology today, it is essential for companies to continue innovating and transforming digitally, including managing human resources. Many companies and MSMEs have not maximized existing technology to have Indonesia's excellent human resource management system. The wonderful day HR application system is a mobile-based HR application designed to provide easy employee data management for various companies in Indonesia (Handayani et al., 2018).

Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

The Government of Indonesia offers solutions to simplify human resource management activities such as attendance reports, leave management, distribution of payslips, and expense claims. In addition, employees can also receive various information through the GreatDay HR application, such as approvals and announcements from the company, attendance and activity status, and activity updates on social media (Lange, 2010). Great day HR applications can easily create and manage their profile. Every employee can see all the features from the front page through the new application interface. The attendance process can be done anytime and anywhere and is automatically integrated into the company's payroll system (Hartini, 2020). Setting work schedules is also very easy, where companies and employees can manage work schedules integrated with the payroll module optimizing the role of social media in human resource management (Nivlouei, 2014).

Great day HR realizes that the development of social media is currently proliferating and is in great demand. Therefore, GreatDay HR harnesses the power of social media and integrates it into the platform. Every employee can share updates about themselves or the results of their work, and they can get 'likes' from their followers and co-workers (Smith, 2013). Through the calculation of 'likes,' employees can get bonuses or additional points to become the best employees. The implementation of an excellent human resource management system will not only have a positive impact on the company, but it will also take Indonesia one step further in digital innovation (Mehrotra et al., 2016). Great day HR helps companies shift from ineffective old ways to new, more productive ways of managing their workforce. With various solutions provided by GreatDay HR, including task management, activity tracking, and structured feedback mechanisms, overall, this platform generates data and valuable information for companies in decision-making and employee performance management (Kamenetz, 2018).

In the future, perfect day HR will also issue interactive features such as games which are expected to increase interest and involvement in optimizing each of its features and services (Mehrotra et al., 2016). In addition, excellent day HR will also add features and content that are micro-learning, task sharing, and interaction on social media. Increasing employee activity is a challenge faced by many companies in general. Employees who are active and can show their performance, in general, will have better career prospects and are certainly more valuable to the company. Great day HR has a mission to support companies in Indonesia (Resnick et al., 2012).

Social media study is essential for companies, significantly to develop HR skills. The existence of social media is proven to be able to increase the efficiency of increasing a company's human resources, including reducing the burden of communication costs and can also reduce research costs because social media makes it easy to conduct direct surveys to consumers and get direct input from consumers (Moriansyah, 2015). When viewed from the role of social media for individuals and companies, of course, it is enormous nowadays. Because most people are already connected to social media, they can change the communication style to be more interactive and participatory. This causes the relationship between the company and its customers to be more intense, personal, and equal (horizontal). Likewise, HR development is needed via social media applications (Noprianto, 2018). Benefits of HR training and development for employees: Increased employee productivity is essential in developing business. Employees will understand and be responsible for their job desk. The skills and attitudes of employees will be better. This is felt to need training and human resource development with the help of social media. For this reason, we feel it is essential for us to conduct this study to study the related literature (Tamba & Riyanto, 2020).

## **II. Research Method**

This method section describes the procedure for carrying out this study, starting from formulating the problem, searching for data, and continuing with the report (Teherani et al., 2015). We repeat that this study aims to obtain a more in-depth explanation of how this social media application can improve the quality of human business resources. Next, we searched for literature from various local and international publications that discussed social media and corporate HR issues (Alase, 2017). We obtained data electronically from several scientific journals, including Elsevier, Taylor and Francis, Google scholar, and other websites. Then efforts have involved a coding system for interpreting data in concluding by adhering to valid and convincing data (Harper, 2011). In searching, we use a keyword that includes social media, application themes, support for human resource management, business, and others. In designing this situation, we followed the procedures for reporting on social media and human resources development studies published in qualitative data. This study wholly hopes on secondary data, namely the evidence of studies that have been published from 2010 to 2001, to obtain the latest data and answer the problems studied (Jamshed, 2014).

## **III. Results and Discussion**

### **3.1 Understanding the Significance of Social Media in HRM**

As an entertainment platform that significantly affects many people, especially young people, social media has conveyed messages in terms of friendship and shared stories regarding friends, family, and partners (Pittman & Reich, 2016). Apart from function, friendship is proven by social media such as Facebook, Twitter, Instagram, Tik Tok, and several other media have also introduced to many orders about various advantages and benefits where everyone who has an account can get various conveniences and benefits as well as opportunities together to share and tell stories (Kluemper et al., 2016). As an online medium in a very well-coordinated way, many people can share what they experience in life, work, education, and business. With issues related to social and political business tend to be hard to get the attention of many circles. Social media is



engaging because Medan can provide two-way communication, unlike mass media, which only provides one-way communication channels (Gravili & Fait, 2016).

This is what makes social media one of the most challenging media get various layers of audio because of the benefits of various levels of information from the smallest to medium by making social media to practice various things related to education, relationships with one another and left behind in communication and information relations. Because of its nature of conveying information, social media has turned into a place for people to share their presence for advancement and development, such as human resource development in a business context (Dossena et al., 2019). In any condition, human resources are significant to get attention because going back and forth in a business is closely related to the capabilities of the human resources they have, such as financial management, management of the presence of responsibilities, and also other financial progress in the work environment (Wolf et al., 2014). On that basis, the importance of a commitment to advancing human resources to produce the desired business productivity, here the use of various existing infrastructures owned by social media will be one of the instruments that help to accelerate the development of the quality of human resources, especially organizations and businesses (Hartwell, 2018).

With the advent of electronic media, communication has changed within itself and with other parties. Social media, which is part of electronic media, has become an attractive choice because of the ability of the media to carry out communication both with individuals and with companies and stakeholders (Segeberg & Bennett, 2011). For this reason, human resource development also uses social media to make conversations and develop their resources. This is supportive because all are aware of how difficult it is to carry out the tasks of improving the quality of human resources in each work unit that goes through improvements and advantages with the nuances of social media (Linders, 2012). Many tasks lie in how the ability to understand how the communication built by social media successfully brings people together. By having a budget, all information communication can be well established, making it easier to group work and have conversations with other parties who see human resource development. It is not only among companies but with conversations from other companies that are very basic for building a company's image as choices that support activities (Wehrmeyer, 2017). This makes social media a compelling solution for training and developing resources. The essential part of human life is how to create quality human resources with these qualities that the company will enjoy.

A brief example is that if HR does not look good, the company cannot maximize profits (Eagly & Carli, 2018). The company does not have assets to be proud of if the employees are expected to improve the quality of their human resources, but with social media justice, it becomes hope and opportunity for HR to establish relationships how to train the company by paying attention. When work becomes overwhelmingly in Manding, the window on social media will increase human resources by increasing all pressing needs (Schultz & Peltier, 2013). Especially now, when all work is integrated with social media, it becomes a synergy of how companies see agents strengthen their resources. For example, the selection of human resources for recruiting new employees through social media applications, which continue to accelerate and register sufficient with the steps posted on social media, get resumes, meetings and offers and so on, all of this can be made through social media (Brogan, 2010).

### 3.2 Web-based Social Media

Glanz et al. (2017) argue that web-based media are media venues that highlight the presence of clients who work by training and working together. In this way, web-based media are seen as internet-based facilitators that strengthen relationships between clients. Furthermore, as social bonds as demonstrated by Mechanical improvements are very basic, progress is being made to bring positive benefits to life and provide better approaches to exercise. Boehm et al. (2010) stated, "Social media is a way to get along with each other based on the internet that allows people to connect without the boundaries of reality." Mentally and sociologically human, there are things related to character development. These components show how the personality of an individual or each human asset. These components include: Mentality is a safeguard of character and is surprisingly considered an individual's impression. For this situation, the individual's disposition toward something usually indicates how personal the individual is. The better the individual's attitude, the greater the people significant him. On the other hand, the smaller the individual's character, the more the individual is said to be wrong (Kluemper et al., 2016).

What is obtained from social media, for example, is a sense of sentiment which is a sign of the state felt by individuals who combine their consequences for consciousness; behavior is also a physiological cycle (Webb et al., 2016). Without sentiment, human life is exhausting because humans live by thinking. Moreover, feel the vague sentiments of opinion. Next is the sense of trust that is part of human science from the sociological and mental components (Habermas, 2014). The belief that something is right or wrong depends on evidence, knowledge, and nature is essential in building character and building up the individual human and strengthening self-existence and relationships with others. Inclinations and Wills Habit is human behavior that lasts and occurs successively for a long time, is not controlled, and is repeated as a whole. Volition is a condition that reflects individual character because volition is closely related to practice that reflects one's behavior (Baumeister et al., 2011). The power of reasoning is the knowledge that individuals bring into the world that makes individuals do difficult things or the real power of people using the human soul to follow ways or answers to overcome various problems that real human power can do. Try not to do with progress. In addition, meditation is taken care of by the human soul. Human information must be seen as a benchmark, especially Intelligence Quotient and Emotion Quality (Puspitacandri, 2020).

Very similar to absolute power as a capacity, capacity can be prepared and acquired by himself. The human limit itself is controlled by the power of the soul and true strength so that people become the central part in training, both singly and in affiliation (Ausubel, 2012). An essential task of Human Resources in affiliates is that all potential resources claimed by affiliates can be used to achieve goals, both independently and within the affiliate. These resources, especially time, energy, and human limitations, both thinking power and absolute power, can be utilized in an integrated and optimal manner to serve affiliates. HR is the central part of the pattern of progress and achievement of various tiered goals (Kultgen, 2010). Expecting that affiliates have colossal capital, advanced arts, abundant customary resources but no human resources to sift through and use them, it is impossible to get the groundwork to achieve this definitive goal. Therefore, assigning HR in affiliates is very important as part of the standards that control affiliate achievement. Kaplan & Haenlein (2010) said that "A technique in a relationship with its customers can easily take part, share, create content such as ordinary networks, conversations, wikis, writing. Social media is a place or place where people can communicate with other indirect, and web affiliates should be prepared to resolve this correspondence. Here

customers or customers can get information as an opportunity, get photos, build information, and be a place to find or add friends (Curran et al., 2011).

### 3.3 Social Media and HRM

Considered a simple technique for the association, it stood apart from certified social gatherings and messages (Chelladurai & Kerwin, 2018). The HRM messages reliably lose all capacity to know east from west in the effect of messages workers get each day. It is more direct to keep awake with the most recent subjects that a representative might follow on a relaxed affiliation. HR might cause workers to follow basic subjects and pages related to the alliance through web-based media to guarantee nobody ruins a phenomenal opportunity. HR work power needs to guarantee the relationship of online media social events too. As workers collaborate outside of their workspaces about their association, an internet-based media strategy should be set up, and specialists should be told about it. The rapid development of technology now makes many new social media applications appear in cyberspace. By relying on smartphones connected to the internet, we can access several social media sites such as Facebook, Twitter, Line, We Chat, Kakao Talk, and we can access all of them anywhere. Moreover, at any time, as long as it is connected to an internet connection, it makes the flow of information bigger and faster (Harold et al., 2021). Facebook and Twitter, in one opinion, are social media that are widely used as online stores; they create new accounts and give their account names to the category of the merchandise they will trade.

Creating a community can also be done through social media, such as boyband fans, girl bands, football fans, fans of a band, and many other communities that we can create (Mugisha, 2021). The following are some of the characteristics of social media: the majority of social media are growing fast because they have a skill that can run a series of users through a link service to the website, a source of information by other users. Discussion Social media requires a two-way discussion or negotiation between users and feedback. Participation, social media advances the role, and feedback from any individual attracted or wants to use it can dim the boundaries between media and readers. Openness, most social media are public by feedback and contributions through voting, sharing, and commenting. Occasional explanations for entry and use of message content (Lobert, 2017).

Therefore, we do not need to keep up with the times, we have to be smart in choosing how to socialize on social media, lest the world controls us, but we must control the world, do not be people who are out of date. In this era of globalization, many social media are popping up (Mikalef et al., 2013). It is undeniable that almost everyone from teenagers to children to the elderly is familiar with Facebook, Twitter, Instagram, and many others. Users should be able to be picky lest social media can mislead us. It would be nice if the development of social media were used for more positive things such as using the Jobstreet application, LinkedIn to recruit workers or job search media. Utilization of email as a means of communication between colleagues in sending database files. Utilization of social media to promote products to increase income. Over time, the use of social media affects the character of users, where excellent and competent human resources must be able to overcome the negative impacts of social media and take the positive values of the existence of social media more effectively and efficiently. Media in this globalization era influences the character of the user (Bolton et al., 2013).

Therefore, the solutions that can be done include. Use social media as well as possible, understand the good and bad impacts of social media, to use it wisely. Learning by using technology makes us update with technological developments frequently (Kluemper et al., 2016). Begin to apply discipline using social media. Apply good

character. Continue to improve morals in using social media. Be a human resource that is useful and can form a good character. The character of good human resources is needed in utilizing social media, of course, and minimizing all possibilities that can negatively impact social media. Every negative impact of social media cannot be separated from human resources themselves who use social media (Bizzi, 2020). Determine the goals in using social media, finding relationships, friendships, business colleagues, entertainment, or promotions. Of course, human resources must be careful in using social media, especially with the misuse of data for specific purposes.

Building resilient human resources amid a wave of human resources in the 4.0 era, of course, increasingly have to develop competencies in the use of technology (Sima et al., 2020). However, the competencies possessed by human resources must be accompanied by good character by the human resources themselves. If we can use social media wisely according to its function and are not easily influenced by damaging things, the benefits will also be good. It is better if technology in the development of human resources is used to widen relationships to develop business and performance efforts so that the time spent on social media is not wasted and is appropriate (Chaka, 2020).

Further, various experts communicated that with the movement of the web and online media advancements, they are unimaginably influencing the enlistment methods of the master organizations and jobseekers the equivalent (Bondarouk et al., 2014). Some others have guessed that electronic enlistment is developing at a breakneck speed which exhibited that it will override the traditional methods for attracting and enrolling the agents, for instance, through paper ads, work fairs, grounds choosing and verbal as shown by Zapata-Cantu (2021) that with the growing progress of the web and electronic media, the practice of online enrollment is not just limited to two or three countries has not spread across the world, and more significant piece of chiefs are presently more satisfactorily taking advantages of this example.

As shown by their review, a more significant piece of organizations acknowledge that web-based media gives them a lot quicker turn when diverged from traditional enrollment channels that have now achieved a vast number of qualified applicants all around the planet and the significantly more clear selecting process overall (Walker-Roberts, 2020). Furthermore, the organizations in their concentrate depicted that they are now more prepared to recognize the number of ill-suited competitors that were unimaginably influencing their enlistment practices. Using electronic media is sensible, just as the method for understanding the thought of the assigned group is to have an iterative procedure by using different web-based media channels close by ordinary enlistment systems to associate with more excellent economics. Moreover, (Hogg 2010) uncovers in their audit that electronic media networks allow the candidate pool to look for potential geographically farther organizations and cannot branch out to them due to practical and financial difficulties advancing toward the organizations.

### **3.4 Impact on Innovation and Knowledge Creation**

Long reach relational correspondence advances a unique wild of definitive talk, clearing a path for relentless data creation and progressive deftness (Purcarea et al., 2013). The way that long-reach relational correspondence objections are online makes it open to the entire world, which holds a staggeringly various pool of capacities and limits. Subsequently, various individuals can access and exchange information that customers produce in the most profitable ways (Shu et al., 2012). This exchange of information works with the headway of musings by talking to customers as they become socially related. A delineation of an association that uses online media coordinating objections to developing



progression and data creation further is Geek Squad. This association was set up in 1994 and is, as of now, totally moved by Best Buy. Geek Squad puts a gigantic proportion of importance on using online media as they have sorted out some way to involve electronic media capacities for data creation and progression. To be sure, the delegates at Geek Squad use wikis, PC games, and any leftover kinds of unpredictable joint exertion progressions to conceptualize novel considerations. They have even used wikis to design and execute an entirely different offering (Cramer, 2019).

Data creation can moreover be advanced through relational associations using on-demand work-based learning. This is acknowledging which occurs at the characteristic of need. Business affiliations attract their laborers in on-demand figuring out how to deal with their necessities, which they can barely satisfy by giving progressive reason information (Faulkner & Fred, 2017). Laborers can use relational associations in getting fitness or, regardless, giving their expertise to others, comparative as what Oracle, an endeavor programming beast, at present does. The agents at Oracle use wikis as one of their working gadgets to cooperate with their partners across the globe and encourage things. They unequivocally acknowledge that this web-based gadget enables laborers to make inventive and significant things by collaborating with the most splendid characters. Various investigators communicated that organizations should ask their young agents to include electronic media for data creation and advancement (Karacay, 2018). Scientists also observed that hierarchical online media sites are time-proficient, economical, and adjustable, which expands the effectiveness of enrollment of representatives.

#### **IV. Conclusion**

In this final section, we will report important points or conclusions from this study which aims to gain a detailed understanding of the usefulness and existence of social media that can be used to improve the quality of human business resources. Through exposure data from various reading sources, we believe that the respondent of this finding is that the cross has been able to sell to answer the main problem of this study. The first point that we describe is how social media is essential in improving human business resources. With the exposure of existing data, it is clear that social media has been increasingly widely used by teenagers as friends in sharing life stories and training and knowledge transfer on human resource governance. The quality of the company's human resources. This is indicated that where previous studies, human resource training was only carried out Face to Face, but the presence of various application models has been able to be utilized by employees.

The next point is that we note that social media has relevance in efforts to improve human resources in point business because this internet-based application is a strategy that has been tested by various understandings of experts, including Twitter, Facebook Line, WeChat. The last point that we noticed is how the impact of innovation and understanding occurs when people are getting serious about adapting to social media without realizing it is just for fun. However, it is proven that social media has been able to renovate new knowledge for those interested in gaining additional knowledge and skills, especially in creation in the corporate human resource management section. It is hoped that these findings will become necessary inputs to improve the quality of human resource training through various social media applications.

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