

Implementation of the Communication Function Against Embodiment of Superior HR in Era 5.0 in the Field of Economic Education

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ABSTRACT

The purpose of this study is to analyze the improvement of the quality of Human Resources is an absolute requirement so that the competence of the younger generation is able to compete inclusively in the era of society 5.0 and the industrial revolution 4.0 with special needs that cannot be separated from the influence of communication through technological sophistication and renewal. The communication function is a step in improving the quality of resources that are neatly integrated in the economic education of the younger generation. The method in this study uses a qualitative approach with descriptive research, by obtaining as complete information as possible through interviews, observation and documentation studies. This research was conducted in a higher education in Bandung. The findings of the research inform that the implementation of the communication function for the realization of superior HR in the 5.0 era in Economics education is 1) not maximally felt, so there is still a lot of need for guidance in the realization of superior HR in the 5.0 era, 2) the embodiment of superior HR in the 5.0 era has excellent programs from the field of education 3) improving the quality of entrepreneurs and superior human resource performance in the 5.0 era.

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1. INTRODUCTION

Improving the quality of human resources is a real effort that needs to be carried out by an educational group or organization as a provision to face the changes and mobility of the education era and the economic sector that led to renewal and progress in the era of society 5.0. so that as a consequence in order to improve the quality of human resources, communication is wrapped in an educational curriculum that is planned, directed, intensive, effective and efficient in responding to the needs of world development. If this is not done, this nation will be one step behind and the path will not be in tune with

the vision of the development of economic education that follows the renewal of world developments (Stainback & Tomaskovic-Devey, 2012; Stainback, 2019). Era 5.0 is a collaboration concept between human resource development and technology in order to make it easier for humans to analyze social problems, both virtual and real. The Society 5.0 era is a continuation concept of human civilization that interacts based on information or the 4.0 era. The changes and transitions of this era of course provide many changes to the pattern of human life on a large scale which is also part of the influence of globalization (Cintipedia in Trihastuti, 2022)

One of these changes is that it requires humans to have a tradition of competing with quality resources. This term is referred to as disruption (disruption) which was popularized by Christensen as the idea of being able to win. Tilaar (2015) stated that improving the quality of human resources will affect the progress of the level of communication and information which then forms value. Furthermore, Tilaar also added that globalization does not automatically shape human values but globalization should be able to maintain local values and resources of a society.

Improving the quality of human resources is part of the important role of education in the process of improving the quality of education through learning. Improving the quality of education is an integral part in order to improve the quality of human resources that have outputs in accordance with their respective fields and expertise. It does not just stop there, the task of improving human resources is also an important role of the government by making it happen through the development of curriculum quality and learning evaluation systems, development of teaching materials, educational facilities and providing a forum for human resource training for educators. However, if seen in practice, these efforts have been carried out by the government but are not sufficient and maximal to increase human resources through education (Wibowo et al., 2019)

Furthermore, essentially that communication in a book entitled communication and educational organization by (Naway, 2020) that communication is seen as an idea or an idea that is discussed as an introduction to messages with the aim of creating an understanding of an information which will then lead to a decision or agreement. together. Therefore, following the definition above, the urgency in this research is the importance of the role of communication in realizing superior human resources according to the demands of change and development of the era of society in economic education of the younger generation. If the communication process is carried out properly, the better the quality of human resources created through economic education will be (Naway et al., 2017). Furthermore, in accordance with the increasingly complex economic education needs of the younger generation, namely the implementation of education and learning is technology-based, which means that the methods and models are also information-based and scientific. Therefore, in this case (Trilling and Fadel, 2009) in his theory which is described through 21st century skills interpreting communication in education is seen as an operational and conceptual view that also plays a role in creating reforms in the implementation of education.

The operational view of communication in economic education is associated with work principles, goals and management to influence the behavior of an employee through coordination and direction on how to adapt to the work environment (Trihastuti, 2022). Communication in economic education is seen in addition to operational and conceptual. Furthermore, it refers to the statement of Bonnie McDaniel Johnson in his book *Communicating: The Process of Organizing*. According to him, the concept of communication is an organizational process that shows the dynamics of one's achievement efforts. (Putnam, 1987; Trotzer, 2013). Furthermore, previous research by Yates (in Markos & Gossaye, 2021) on the implementation of effective internal communication is part of the key driving force in employee engagement, namely there are two driving factors in the development of communication, namely the first factor is an emotional connection that can achieved through planned communication and has goals to be achieved. The second factor is to maintain the application of two-way communication and interaction, especially maintaining clarity and consistency in a communication (Wijaya, 2015). So that, the purpose and formulation of the research problem is to answer the main problem regarding the implementation of

the communication function towards the realization of superior human resources in the 5.0 era in the field of economic education for the younger generation.

2. METHODS

This study uses a qualitative approach with a descriptive method, because the problems in this study related to humans are fundamentally dependent on observations. According to Creswell (2016) that qualitative research is aimed at understanding the social phenomena of the participants. Moleong (2017) the analysis in this study is of course with qualitative analysis, namely by reviewing data, organizing data, selecting data to be managed, searching and finding data so that it can be in the form of information. In accordance with the type of approach in research in data collection efforts, researchers used interviews, observations, documentation, and field notes as steps to strengthen research results (Creswell, 2016). The observation was conducted three times in the campus, while documentation was done by recording the activities during interaction in observation. Last, interviews were done to the faculty staff and students in the higher education. The research took place in a higher education in Bandung from November 2021 until December 2021.

3. FINDINGS AND DISCUSSION

Improving the quality of resources that are implemented based on the communication function based on the results of research conducted by researchers can be done with the first step, namely preparing inclusive human resource planning which consists of planning to audit human resources or analyze the competence of environmental knowledge, this is done by researchers to measure the level of knowledge of human resources (Wibowo et al., 2019). This has been confirmed by (Olalla & Castillo, 2020) in his theory of human resources. He said that auditing or analyzing human resource needs carried out in an education is a step with the aim of diagnosing, analyzing, providing solutions, and to find out the function of certain elements. Analyzing the needs of human resources is a basic effort of an educational institution to design the future of quality education. Auditing the communication function by researchers can be done by planning and evaluating resource planning that is packaged through economic education.

At the evaluation stage, to find out the analysis of human resource needs in education, it is done by observing whether the implementation of the work carried out by educators and experts is in accordance with the planning process for the formulation of human resources (Rapoori & Reddy, 2018). The analysis of human resource planning carried out in this study is to find out 1) the relationship between communication and organizational competence. 2) the relationship between communication and organizational commitment, 3) knowing the impact of communication on an individual's innovation, 4) the impact of communication on entrepreneurs. Human resources are implemented through planning and evaluation. According to Robbin (2013), that the main function in an organization is communication as a controller, communication as a motivational tool, communication as a symbol to express emotions, communication as a means to convey information. So that in relation to the organization, communication will determine the quality of individuals in an organization, organizational competence is meant to be related to a meaning, value and attitude of an individual in an organization (Aragwal & Garg, 2012; Keyton, 2017; Van der Molen & Gramsbergen-Hoogland, 2018). Moreover, according to Dessler & Gary (2017), communication is considered as the heart in creating human resources that form a quality organizational culture. However, the reality is always inversely proportional to a theory, that in reality the application of the communication function in improving human resources at the research field has not been carried out optimally, this is a benchmark for policy makers to plan and evaluate thoroughly the resources owned by the object of research.

Due to the reality found by researchers, the communication function as the embodiment of superior human resources in the 5.0 era is not only limited to planning, but also must include superior strategies in making human resources as soldiers to improve the quality of superior resources (Tanner

& Otto, 2016; Wibowo et al., 2019). The strategy obtained is about covering models and methods of achievement that must be carried out by an educational institution in order to realize superior resources, resource management strategies can be carried out by analyzing human resource needs and demands for change in accordance with era 5.0 competencies, if the strategy has been implemented. designed based on needs analysis, the greater the opportunity to realize superior human resources.

The formation of a superior strategy will also have an impact on the formation of innovation in human resources, in accordance with the characteristics of era 5.0 is a modern society by collaborating technology with social attitudes, so in this case resource innovation that can be pursued is the formation of quality communication methods, such as two-way communication or interaction, the formation of mutually beneficial relationships, the creation of an effective organizational culture (Thoha, 2017).

The characteristics of the 5.0 era and the analysis of the learning needs of the younger generation of economic education are also related to environmental conditions which indicate a trend in increasing technology that has an impact on social change. So as an educational institution, it is necessary to understand the trends of communication and social changes that can affect the formation of quality resources. Spencer said that one of the competencies possessed by an individual in the work environment is an innovation, this competence will form a good performance by being able to manage breakthroughs that are beneficial for him and his work environment (Spencer & Kyle, 2015). Furthermore, in order to prepare superior human resources to face the 5.0 era, HR needs to be interpreted macro and micro, in the sense of Micro HR are individuals who work and become part of a company or a certain institution called employees, workers and employees. employee. Meanwhile, if it is interpreted at a macro level, human resources are residents of a country who have met the age requirement to enter the world of work (Prasetyo et al., 2021). To prepare superior HR to face Era 5.0, a certain institution needs to plan HR in a comprehensive way that is formulated for training, promotion and HR regulations. Not only there, educational institutions also need to program educational plans for the short and long term as a requirement for the younger generation to prepare themselves in the world of decent and quality work.

According to Prasetyo et al. (2021) in his previous research on Competitive Strategy Training for Human Resources in Era 5.0 in Village Communities, that HR development is carried out with an information system and training is a short-term educational process used to create a labor system or procedure that organized into specific institutions. The purpose of this training is to analyze the level of certain skills and expertise according to the level and quality of a particular job or position. While in this research is to try to analyze in depth how the communication function in order to realize superior human resources to prepare the younger generation to face the 5.0 era in economic education, this analysis is carried out by collecting data techniques. Communication and strategy of educational institutions will be studied in depth in producing superior human resources.

In fact, what researchers found that the readiness of HR programs to face the Era of Society 5.0 lies in how an educational program integrates information technology with the needs of available human resources. Therefore, this will have an impact on the formation of work and social competencies that will be owned by the younger generation (Apdillah et al., 2022, Ramdani et al., 2020). Well-integrated human resources will form the self-affection and problem-solving competencies of the younger generation in the world of work (Prasetyo et al., 2021). If described by researchers improving the communication function to form the competence of the younger generation, it can be drawn as follows:

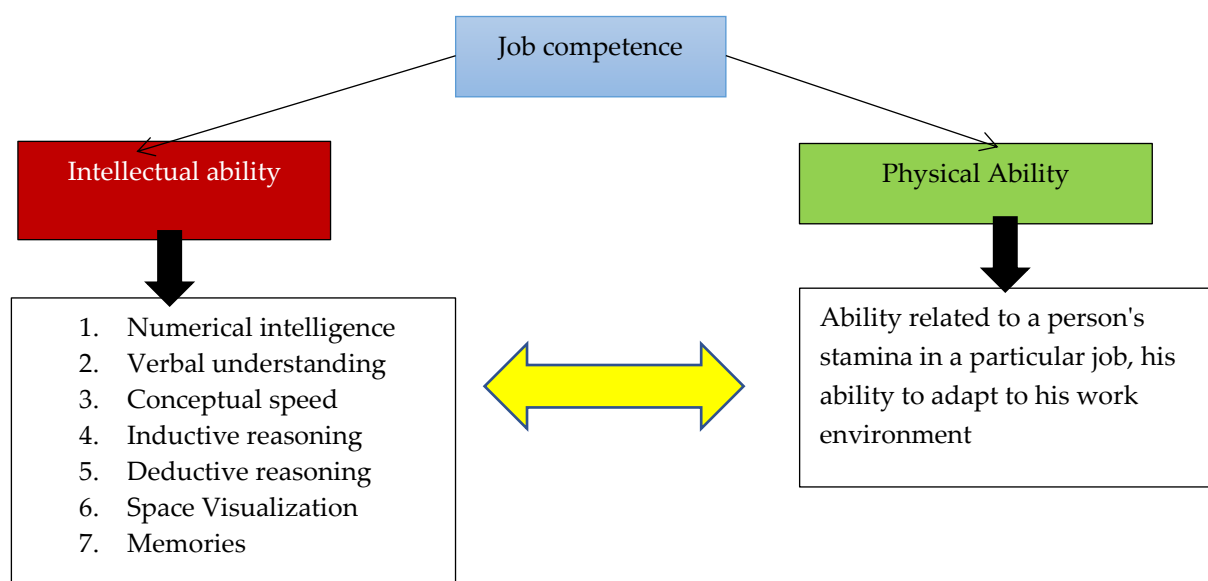


Figure 1 The Result of Data Analysis

In accordance with the description of the capabilities that can be generated through quality human resource planning, economic educators must have superior programs and professional staff who can develop the competence of young citizens in solving social problems (Sarifudin et al., 2020). In accordance with the characteristics of professional educators, Era Society (Daryanto & Karim, 2017) said in his book that to improve the quality of human life, educators need to formulate the concept of human resources that are community-centered technology-centered, human resource development is no longer limited to one book source, but can be multi-source based on technology, communication and information. According to Daryanto & Karim (2017), capabilities that can be developed through increasing human resources in the Society era are 1) the ability to read, 2) process information (big data), 3) technological literacy, 4) understand machine-based work, 5) apply technology, 6) Humanities. So as educators, these competencies must be answered by formulating programs or designing strategies to improve the quality of human resources that lead to 21st century life skills, in accordance with the focus of research discussions that analyze the function of communication. Therefore, in accordance with the characteristics of 21st century skills, communication and entrepreneurship are the focus of capacity development in realizing superior human resources through economic education (Suryadi, 2015).

The skills and provisions possessed by the younger generation through planned and integrated programs compiled by educational institutions are believed to have a lot of application space for the formation of the dedication of the younger generation to the community. Therefore, training and teaching carried out by educators in the educational environment must be able to provide skill development that can instill work skills, knowledge and skills of the younger generation as potential pioneers in the world of work. This is called development education (Prasetyo et al., 2021). Based on the analysis of reality in research through qualitative techniques, the planning program for improving human resources has not been able to answer the expected skills and outputs. In accordance with his expectations, superior programs owned by educational institutions are basically expected to train the independence of the younger generation if they have entered the world of work. So that he can compete and make achievements. If this is done, then the creation of superior human resources has been able to be carried out properly.

Based on the data found, in addition to the things above, providing opportunities and awards to talented young people will also greatly impact them to develop their potential. In this case, there needs to be an in-depth evaluation. Beautiful cooperation between policy makers and policy implementers. This paper is not only limited to preparing the young generation who have superior human resources,

but also directs the process of designing an integrated human resource to prepare the young generation as prospective entrepreneurs who have the skills, independence, have a number of solutions and heed their responsibilities in society 5.0 era (Elitan, 2020; Nurseto, 2020; Shaw, 2020). In accordance with the findings described by the researcher above, the communication function has brought about a relationship with creating an innovation. This is in line with the statement of Nurseto (2020) that entrepreneurs have two characters, namely the first creator who generates an updated business. Second, as an innovator, namely those who pioneered renewal or breakthroughs in production, marketing and as business managers. In order to get it, educational institutions, especially the research field, must be able to formulate Entrepreneur-based Curriculum. Educational programs formulated by educational institutions must be integrated into an entrepreneur-based curriculum which acts as a support system that supports and creates entrepreneurial-based youth activities (Nurseto, 2020). Therefore, Hento (in Nurseto, 2020) also supported that education based on entrepreneurial values is a planned and implemented program owned by an educational institution that links all learning activities with entrepreneurial values.

4. CONCLUSION

Communication as a symbol of the successful realization of superior human resources by the younger generation is an important suggestion that must be formulated by educational institutions as an effort to create an interactive work culture, which has in-depth knowledge and understanding of self-skills as a process to prepare themselves in the world of work. To produce superior human resources who are ready to compete in the era of community and technology collaboration, educational institutions must have in-depth programs, designs, strategies and evaluations as weapons to realize superior human resources. Superior strategies and programs are the formulation of strategies that lead to the value of creativity, innovation and responsibility as an independent generation in the world of work, systematic superior strategies and models increasingly provide opportunities and opportunities for the creation of superior human resources. Therefore, innovative values as educators need to do an in-depth analysis, by analyzing needs with environmental conditions. Policy holders, policy implementers and support systems from parents are opportunities to create an entrepreneurial culture which is part of superior human resources as an answer to the challenges of the era of society 5.0. educational institutions as the frontline to formulate, plan, implement and evaluate educational programs that have the value of tips for progress and improvement of human resources in economic education. Educational institutions must have empowerment programs that accommodate the skills and potential of the younger generation. The program can be in the form of short-term and long-term programs that have a greater output for the world of work that is owned by the younger generation. The integration of educational programs and curricula with learning activities is believed to be able to foster a brave and innovative entrepreneurial spirit, so that they are able to compete in the 5.0 era. Suggestions given to the next researchers are in relation to the development of models or systems to realize the superior human resources in the future.

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