INFORMATION AND TECHNOLOGY FOR ADVANCED SOCIETY

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Abstract

Human resource management in community organizations and government entities in rural areas holds significant complexity and importance. Rural regions often serve as crucial supporting environments for surrounding urban centers, making effective human resource management pivotal for organizational success. This research aims to enhance Human Resource Management in Rural Areas Through Information Technology as an effort towards advanced societal development. By analyzing literature reviews, case studies, and real-world implementation examples, this study seeks to uncover how information technology can enhance recruitment, training, performance evaluation, and employee engagement in rural settings. The research highlights how technology can serve as a tool to improve operational efficiency, informed decision-making, and effective communication within rural community organizations and government entities. Thus, this study provides insights into how information technology can play a central role in supporting sustainable development and added value growth within rural communities. With a focus on successful technology implementation, this research can serve as a guide for rural community organizations and government entities to optimize their human resource potential. By combining technology with the unique needs of rural areas, this research can also inspire efforts towards broader sustainable development within advanced rural communities.

Keywords: Advanced, Information, Society, Technology

1. INTRODUCTION

Human beings, inherently social creatures created with diverse abilities and unique qualities, hold a significant place in various realms and industries. The fascinating attributes and strengths they possess are worthy of attention across business sectors, whether urban or rural, sparking discussions about individual uniqueness and the advantages and drawbacks presented in their endeavors.

The practice of human resource management encompasses the orchestration of human potential within an organization to realize strategic objectives. This encompassing discipline covers aspects like recruitment, selection, training, development, performance evaluation, compensation, and work relationships (Beniger, 2009). The integration of information technology into human resource management is increasingly pivotal, aiding organizations in more effective and efficient human resource administration (Galperin & Mariscal, 2007). Enhancing this process, wherever it takes place, inevitably contributes to the creation of a brighter future for the organization.

The quest for effective and efficient organizational performance is not confined solely to urban settings; its success transcends geographical boundaries. The efficacy of an organization's performance hinges on its management system. Even in rural areas, the management framework plays a crucial role in harnessing the diverse abilities of human resources to achieve set objectives (Bell, 1980). To attain better outcomes, it's imperative for managerial prowess to evolve in tandem with the array of capabilities available.

Undeniably, villages are integral to a nation's development, endowed with abundant natural resources. However, optimal utilization of these resources hinges on well-executed human resource management within rural areas. The government's role, as a vital component, cannot be understated in this context, with effective human resource management driving increased productivity and improved welfare for the populace. This warrants special focus on human resource development and management within rural communities. A comprehensive approach to human resource management is evident across various fields, encompassing both small and large scales since time immemorial (Bell, 2019). This scope is not confined to urban organizations; community organizations in rural areas also demand rigorous attention to their human resource management systems.

Effective human resource management is a cornerstone for rural growth and development. Factors pivotal to human resource management's importance in rural areas must be collectively considered by officials and managerial teams. The intricacies of rural human resource management entail the collaboration of several key components. Strategies to enhance the capacities of local communities can be achieved through partnerships with private and government entities, encompassing skill development, education, training, motivation, rewards, performance evaluation, and policy formulation (Antonelli et al., 2000). These efforts hold the promise of bolstering productivity and welfare, thereby fostering positive economic growth and development within communities and rural areas at large. Thus, the research conduct to elevate Human Resource Management in Rural Areas through Information Technology, as a means to advance societal progress.

2. LITERATURE REVIEW
2.1. Information

Information is something that results from the collection and processing of available data. These data will then be processed to produce the information needed for the continuation of a project (Floridi, 2008). By processing this information, it is certain that the prepared project can be carried out properly, so that the set goals can be achieved. When the project objectives can be achieved properly, then the next steps can be ascertained through an increasingly better thought process.

Data and information are two things that are closely related in every work process in any field in order to achieve the goals that have been set together. Every process in converting data into information is something that is highly awaited by the management team in an organization. When the results of the process of changing the data produce something positive for all parties, then it is certain that the next step will be better. The process is also a continuation of the steps in developing a project process for all parties involved without exception for the sake of effectiveness and efficiency.

At the village government level, the information needed in human resource management activities related to community development measures is of extraordinary value. Because these are the main ideas for rural area development activities in all fields (Abramovitz & David, 1996). These main thoughts will be the first step in the next effort in planning a strategic plan for developing human resource management in the long term. In a long-term effort to develop human resource management, updating information is the foundation for developing rural areas as well in the next step.

2.2. Technology

Technology is an important tool in carrying out the process of obtaining the necessary data into important information for all parties who need it (Bar et al., 2000). As an important tool in the process of converting data into information, technology should be well studied and understood by its users. Currently, the process of learning and understanding technology by its users can be carried out independently or through a training process that is accommodated by the organization's management team on a scheduled basis. The process of learning independently at this time is not a difficult way for anyone to do (Baskerville & Pries-Heje, 1999).

Independent learning activities in order to improve and increase the ability to master technology better is not difficult at this time. This process can be done at any time and at any time by anyone. All the learning processes can be carried out without being limited by distance and time. Distance and time are not currently an obstacle for anyone who wants to learn, because of the advancement of technology itself today.

In developing human resource management activities in rural areas, technology through its progress is a very helpful tool. The human resource management team through the village government will select and sort out the steps or efforts used in efforts to develop human resources in rural areas. Selection and sorting of steps and efforts to optimally develop human resources through technological developments is a way to adapt to the conditions and situations of existing community areas. Because by distilling the necessary knowledge using available technological advances, undesirable things can be minimized.

2.3. Advanced

Technological progress is a process that no one has been able to stop since ancient times (Prasetyowati & Panjawa, 2022). All of that because progress or change is a dynamic thing, changing without being influenced by anyone. The dynamics of technological progress has become a very amazing phenomenon for the world in many fields. This phenomenon is included in the field of human resources including in its management process.

The phenomenon of technological change that affects many fields, including human resource management, is currently being widely discussed in all parts of the world. The incident became a new process that greatly changed the processes and activities in human resource management. Changes in human resource management activities today have resulted in drastic changes in the number of new job fields. The change in new jobs also affected many existing jobs to decrease in scope and number (Antonelli et al., 2000).

However, with increasingly extraordinary technological advances, the human resources who study it must be smarter and wiser (Baskerville & Pries-Heje, 1999).

Smart and wise can mean that human resource management activities in rural areas will not force all of these advances to be carried out in rural areas. Because every progressively advanced process certainly brings extraordinary effects to the community. So that with the advancement of technology, it is better for the people who use it to be smarter, so that the human resource management process is getting better.

2.4. Society

The world community wherever it is today is a very dynamic phenomenon of society in all fields without exception (Angeleski et al., 2009). These dynamic communities are spread from both urban and rural areas in all parts of the world. It is said to be dynamic because today's society is very friendly with all forms of change in this world in any case, including in the field of technology. Even people in rural areas are now unfamiliar with technological changes and advances.

Technological advances are very common for people in rural areas today. They all understand very well that currently whatever they want to know and learn is no longer limited by space and time or distance (Abramovitz & David, 1996). Wherever they are, it is certain that they can still learn something new and useful. They can feel the benefits when technology begins to provide people everywhere with ease and fluency in their daily activities and necessities of life.

Technological progress has "befriended" all walks of life throughout the world, including rural residents wherever they are. Society has understood that everything must be better through many ways of effort, including in the process of human resource management everywhere. Progress in the field of human resource management is currently quite worrying for many parties, because it is certain that many things will be left behind. For this reason, in developing human resource management in rural areas, they will assist their citizens to become better and develop in accordance with the times.

3. RESEARCH METHOD

This scientific writing employs a literature study approach that integrates research techniques and descriptive analysis. The data collection process involves sourcing information from a variety of literature, including books, journals, articles, and publications related to human resource management, information technology, and society. This comprehensive approach enables a thorough exploration of the intricate connections between these domains, offering insights into their historical evolution and contemporary intersections.

By examining a diverse range of literary sources, this research aims to construct a comprehensive narrative that highlights the evolving landscape of human resource management, the expanding role of information technology, and the dynamic shifts in society. This method ensures a holistic understanding of the subject matter, paving the way for subsequent descriptive analysis that delves deeper into the intricacies of their interrelationships. The literature study approach provides a solid foundation for unveiling trends, patterns, and correlations, enriching the overall depth of knowledge derived from the study.

4. RESULTS AND DISCUSSION

Information technology can now be used to speed up many processes in human resource management activities (Cohen et al., 2004). Several things in human resource management activities include employee recruitment and selection, employee training and development, performance management, and compensation. Advances in information technology can also assist in managing employee data such as personal data, salary data, performance data, and employee health data. In this case, with advances in the field of information technology, human error can be reduced and able to increase the accuracy and security of personal data anywhere and in any position (Venkatesh et al., 2008).

The progress of the human resource management process is very important for increasing the productivity and welfare of the community, which also occurs in rural areas. The process of increasing the productivity and welfare of people in rural areas can be carried out in many fields (Ajadi et al., 2008). There are several important things in this sector in rural areas, including human resources, and tourism. These two sectors are becoming important today in rural areas, everywhere. Human resource management activities in rural areas must pay attention to several important factors so that everything becomes better. The first thing that must be considered is education and training for rural communities without any exceptions for those who are interested in moving forward. To support education and training, then the right education and training program. When education and training can be carried out on target, it will be able to improve many things.

Some good things that can happen after the implementation of the education and training program are that it can help develop skills and knowledge in managing agricultural businesses, so that it will support tourism development activities in the region. Another thing that can be assisted to develop is small industry in rural areas. Apart from agriculture and small industry, other things that can be improved are competitiveness and innovation (Arikpo et al., 2009), so that they are able to support their tourism activities. These two things are two important processes which will then become the first step in human resource development activities in rural areas.

The field of skills development for rural communities is the next area that needs to be considered in the process of developing rural communities. Rural communities need to have the necessary skills to manage the agricultural sector and small industry. Human resource management in rural areas must pay attention to the development of these skills through appropriate training and education. Then these activities can be carried out regularly and scheduled with the cooperation of parties who have the competence to support. Activities to develop motivation and appreciation for people who have abilities in rural areas are the next area of thought. Motivation and appreciation are important factors in increasing the productivity and welfare of people in rural areas so that they become more self-confident (Van der Walt, 2003). Human resource management in rural areas must provide appropriate rewards to people who work hard, so as to increase their motivation. When motivation and rewards become triggers to become rural community resources who have competence that can be trusted by many other layers of society, the goals that have been set become easier to achieve (Blacksmith & Harter, 2011).

The performance management sector in community management activities in rural areas is the next activity that can be carried out in the process of developing

human resources in rural areas. Because the field of performance management is expected to be able to accommodate the process of improving the performance and competitiveness of rural communities. Human resource management in rural areas must pay attention to community performance management in managing the agricultural sector and small industry. Because with the right performance management process it can help increase productivity and efficiency in developing rural communities (Bradley & McDonald, 2011).

The last area that is important to pay attention to in the process of developing human resource management in rural areas is related to policies and regulations. Policies and regulations that support the development of the agricultural sector and small industry are very important in improving the welfare of people in rural areas. Human resource management in rural areas must pay attention to appropriate policies and regulations in order to assist rural communities in managing their businesses. When rural community businesses can be managed properly, it is certain that income improvements and economic conditions in rural communities will improve and improve (Stafford & Mearns, 2009). Good human resource management is very important for village development in the current global era. In rural areas, quality human resources can help increase the productivity and welfare of society in all fields. Because productivity will improve their welfare now and in the future. In addition, human resource management in rural areas must also pay attention to the welfare of society as a whole (DiMicco et al., 2008).

Another area that also needs attention is the health sector. If the community gets good assistance in the health sector, then other fields can easily be implemented. Because when a person is in a healthy condition, it is certain that his abilities in other fields can also be carried out properly. So that the next community development process can be carried out in accordance with expectations (Floridi, 2007). Furthermore, what must be considered by the human resource management team in rural areas is the field of equitable education for people in rural areas. Education is the right of all levels of society without exception wherever they are (Swain & Panda, 2009). Because education is the responsibility of the government from the lowest level to the highest level in a country. For this reason, the number of community members who have not been fully able to obtain the right to obtain education can be freely given by the authorities.

In the field of social welfare for all layers of human resources in rural areas, it is certain that there will be many things that are closely related to it. Social welfare will be a measure of the success of a human resource management team in an area. The more "fulfillment" of all social needs for all rural communities, the rural community is ensured to be a community that highly upholds positive values in society properly. Moreover, the symbiotic of human resource management, environmental stewardship, and technological advancement unfolds. Attentiveness to the sustenance of natural resources and the delicate balance of ecosystems is paramount, echoing the words of DiMicco, Millen, Geyer, Dugan, Brownholtz, and Muller (2008). As noted by Selwin, Gorard, and Furlong (2006), stands as a beacon guiding rural areas toward a future brimming with advanced growth and lasting prosperity. By ensuring social needs are met, upholding positive values, and embracing environmental conservation, rural communities can allow themselves to grow as advanced societies.

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5. CONCLUSION

This research highlights the significant role of information technology in revolutionizing human resource management. The utilization of information technology enhances the effectiveness and efficiency of human resource management. Not only does it streamline processes, but it also improves the accuracy and security of employee data management within organizations. Consequently, organizations are motivated to harness information technology to optimize their human resource management, thereby bolstering overall operational performance.

It is essential to underscore the significance of human resource management in rural areas in improving the welfare and productivity of the population. Key focal points encompass skill development, motivation, rewards, performance management, and the prudent implementation of policies and regulations. Rural development hinges on a meticulous human resource management strategy that encompasses these critical aspects. The establishment of a robust and forward-thinking human resource management team is imperative, paired with a steadfast commitment to the collective well-being of the rural populace. Aligned with the explicit and implicit positive human and environmental values inherent in any region of the country, this approach ensures the achievement of shared objectives across all fields and regions.

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