

Community Empowerment With HR Management Training By Smart Indonesia Academy To Bank Solutgo Malang

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Abstract: *Smart Indonesia Academy, as a management consulting firm, provides management training on overcoming obstacles in the digital era of Industrial Revolution 4.0, particularly in light of the disruption caused by the COVID-19 pandemic, which needs the Bank Solutgo team to accomplish everything digitally. This type of training is an activity that promotes community empowerment. The goal of this study is to investigate the Smart Indonesia Academy program, which involves giving human resource management training to Bank Solutgo Malang in the context of community empowerment. This study employs a qualitative approach combined with an analytical descriptive strategy. According to the study's findings, Smart Indonesia Academy conducted this community service project at the Bank Solutgo Malang office on February 21, 2022, which was attended by the Bank Solutgo Malang staff as part of their HR management training. To make sure that human resource training is done right, it follows a lot of rules. These rules help the Bank Solutgo Malang team answer the Smart Indonesia Academy's 2WIH (Why, What, and How) questions.*

INTRODUCTION

Both the national and regional economies have suffered as a result of the COVID-19 epidemic. Indonesia's GDP decreased by 2.07 percent on a national level in 2020. Meanwhile, the economies of North Sulawesi and Gorontalo dropped or decreased by 0.99 percent in comparison to the previous year (5.6 percent). The COVID-19 epidemic has also had a substantial influence on the financial industry. Bank credit growth contracted by 2.41 percent in December 2020, due to a decrease in all types of credit utilization, including working capital credit, investment credit, and consumer credit. Third party funds continued to grow until the third quarter of 2020, but then slowed marginally. Deposits increased rapidly, reaching 12.88 percent (yoy) in September 2020 before falling slightly to 11.11 percent in December 2020. Despite the economic slump and the banking industry's fall, Bank SolutGo maintained a solid performance (Bank Solutgo, 2020).

Bank Solutgo is an Indonesian bank that is owned by the Provincial Governments of North Sulawesi and Gorontalo. Bank Solutgo, founded on June 3, 1961, has lowered its mission to one of sustainability, which is as follows: "To become an innovative bank focused on client happiness and highly competitive in sustainable financing" (Bank Solutgo, 2022). Bank Solutgo has several

missions to accomplish this vision, including contributing to the development of an independent and just region; continuing to innovate in order to develop business models, services, and products that are oriented toward sustainable finance; promoting gender equality in human capital development; and consistently implementing sound corporate governance. Bank Sulutgo, as one of Indonesia's financial institutions, continues to require management training, particularly to raise awareness in the era of technological disruption brought about by Industrial Revolution 4.0.

Smart Indonesia Academy, as a management consulting firm, provides management training to the Bank Sulutgo team on overcoming obstacles in the digital era of the Industrial Revolution 4.0. This type of training is an activity that promotes community empowerment. This strategy of community empowerment aims to increase the capability and potential of the Bank Sulutgo team in order to employ management tactics for client acquisition. One strategy to empower the community is via management training that focuses on the development of the human resource's character (HR). According to Mahardani and Basalamah, human resources are a factor in determining a nation's sustainability and trajectory (Mahardani&Basalamah, 2018). Additionally, research done by Meddy and Agus demonstrates that the function of human resources is critical for an organization or business during the COVID-19 pandemic in order to maintain quality and succeed under a variety of difficult-to-control settings and scenarios. Numerous techniques should be used in order to keep these human resources excellent and productive (MeddyNurpratama&AgusYudianto, 2021).

As a result, there is a need for human resource management training that is sufficiently comprehensive to enable Bank Sulutgo to develop a corporate plan capable of increasing its capacity in the digital era during the pandemic. This study looks at the Smart Indonesia Academy program by giving management training to Bank Sulutgo as part of a community empowerment project.

LITERATURE REVIEW

1. Community Empowerment

"Community empowerment" is a development concept that focuses on boosting community welfare. Development and empowerment procedures cannot be separated because in order to attain a development goal, a process must be followed that empowers the community, and then development occurs. Community empowerment is a term that is frequently used in relation to community capacity building efforts that place a premium on community independence. Community empowerment aims to elevate the dignity of those segments of society that are now unable to break free from the shackles of underdevelopment. There are certain groups that need to be included in the process of community empowerment in order to meet their needs for empowerment(Laksono, 2018).

2. Human Resources (HR) Training

Training is about managing and empowering individuals, businesses, and corporate assets. Along with top managers and executives, human resource experts serve as strategic partners by developing training and development initiatives that ensure smooth operations (Dr.Mridula Mishra, 2021). Human resources training may also entail modifying employees' mindsets to enable them to do their jobs more successfully. Human resource training can be conducted at any level of the company (Fathurahman, 2020). Human resource training has an effect on employees' overall performance (Faizan et al., 2018). The human resources function has a direct effect on organizational commitment, and human resources training has a positive moderating

effect on the link between the human resources function and organizational commitment (Park & Kim, 2019).

METHOD

An analytical descriptive approach was used to collect data, evaluate, and interpret the results in this qualitative research (Sugiyono, 2016). Researchers used primary data, namely training reports and interviews provided by Smart Indonesia Academy. Secondary data are journal articles, news articles, books, etc. The object of this research is the HR training provided by Smart Indonesia Academy to Bank Sulutgo Malang. Bank Sulutgo Malang acts as the main instrument in this qualitative research. Data collection is carried out in three stages, namely orientation, selection, and identification. Miles and Huberman models were used to test the data. Qualitative data analysis, according to Miles and Huberman includes the following steps: data reduction, data presentation, and formulation of conclusions (Miles, M.B; Huberman, A.M; Sadana, 2015).

RESULT AND DISCUSSION

On February 21, 2022, Smart Indonesia Academy held a community service activity in the Bank Sulutgo Malang office, which was attended by the Bank Sulutgo Malang staff.



Figure 1. HR Management Training from Smart Indonesia Academy to Bank Sulutgo Malang

Source: (Smart Indonesia Academy, 2022b)

According to Laksono, community empowerment is a word that is frequently used to refer to attempts to strengthen the capabilities of a particular group. Empowerment of communities attempts to raise the dignity of all members of society. Thus, community empowerment is the act of bringing together disparate groups in order to address their common demand for improved empowerment (Laksono, 2018). This activity is also a kind of community empowerment, since it strives to strengthen the Bank Sulutgo Malang team's capability and potential. This activity aims to identify difficulties, disseminate information, and exchange experiences related to human resource management in the digital era.

This activity consisted of a knowledge and education presentation to workers of Bank Sulutgo Malang titled "Grow with Character in the Digital Era." According to interviews and

reports from Smart Indonesia Academy, this community service activity program has been carried out in accordance with the established plan. Restrictions emerged during the process as a result of a variety of technological constraints, including shifting material themes. However, these impediments may be removed in order for operations to proceed successfully (Smart Indonesia Academy, 2022a).

Smart Indonesia Academy has emphasized the issue of human resource character development. The training given by Smart Indonesia Academy aims to increase workers' awareness of management, particularly human resources, in accordance with the company's understanding of human resources training. Smart Indonesia Academy's mission is to provide human resource training in the digital era by addressing 2W1H (Why, What, and How) questions with a character-building orientation so that employees can contribute to the company's aims and objectives in the digital era. The HR training is in accordance with the research provided by Fathurahman, with an emphasis on modifying mindsets to enable workers to do their duties more efficiently (Fathurahman, 2020).

The HR training intended to help Bank Solutgo Malang's advancement in terms of knowledge, skills, and competence in the human resources industry. Additionally, this training is frequently contrasted with schooling. To guarantee the execution of human resource training, it incorporates various principles that serve as recommendations for responding to the 2W1H (Why, What, and How) questions posed by Smart Indonesia Academy throughout the training (Smart Indonesia Academy, 2022).

In the context of Why, the instructions provided to answer this question are that this training is necessary to address the industrial revolution's issues. We are currently living in the fourth industrial revolution, which requires everything to be digital, internet-connected, and networked.

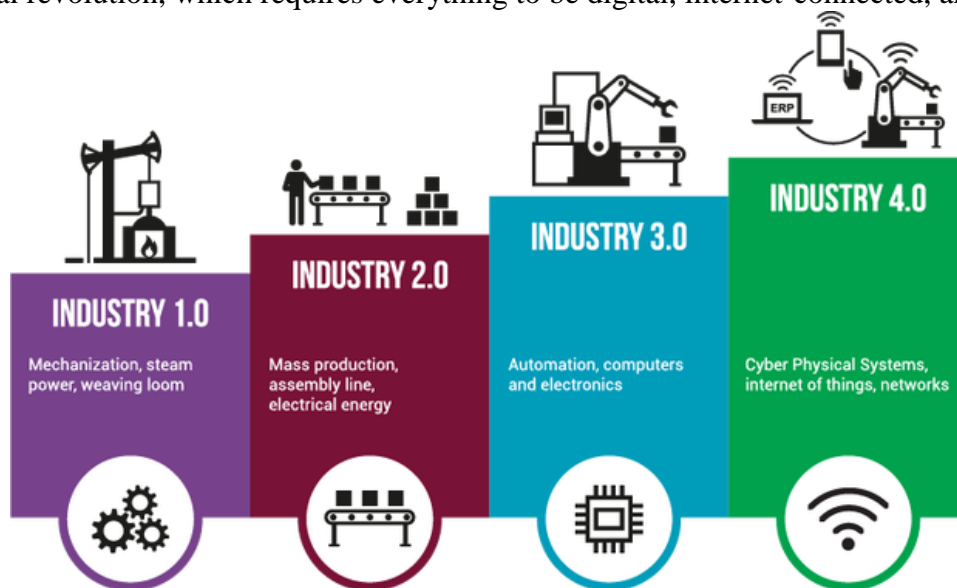


Figure 2. History and Definition of the Industrial Revolution

Source: (Smart Indonesia Academy, 2022b)

The pandemic of COVID-19 has expedited transformation in the era of Industrial Revolution 4.0. Agus asserts that technology advancements during the Industrial Revolution 4.0 have resulted in "disruption" in a variety of areas. A country's development in the Industrial Revolution 4.0 is closely tied to its ability to improve the quality of its human resources in order to handle the

difficulties posed by significant shifts and disruptions in mentality, work, and lifestyle (Agus Widjojo, 2021). It is evident that the quality of human resources (HR) is critical for the seamless operation of Indonesia's attempts to usher in the industrial revolution 4.0's all-digital future. Considering the present state of the COVID-19 epidemic, Basuki believes there is a silver lining. Among these is the growing need for digital technologies. It was found that at least 50% of all digital transactions made during this epidemic were made by new users. It may be inferred that the COVID-19 epidemic is a more effective "promoter" of ICT or ICT-related activities. That is why the banking business also need training to increase digital capabilities (Basuki Yusuf Iskandar, 2020).

Smart Indonesia Academy emphasized in the context of What that human resources require attributes and characteristics that are receptive to growth. Smart Indonesia Academy said during a training session with Bank Sulutgo Malang that there are three components to character development.

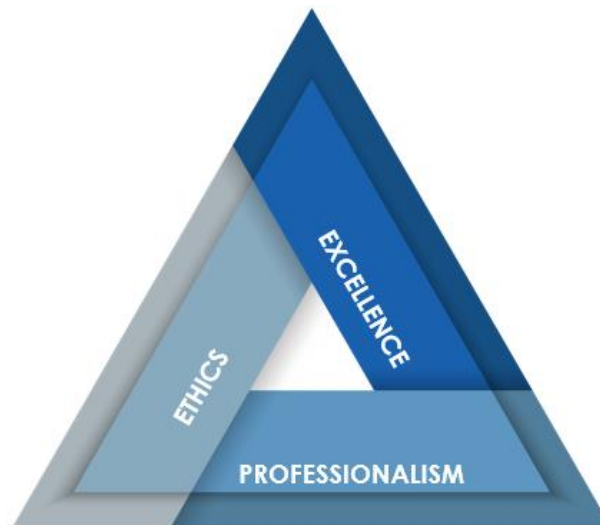


Figure 3. Three Elements in Building Character

Source: (Smart Indonesia Academy, 2022b)

Fawkes argues that this method of public relations is superior in terms of community service and democratic process improvement. Excellence entails obtaining work of the highest caliber. Thus, this study demonstrates that brilliance involves not just promotion but also ethics. To meet the difficulties of Industry 4.0, an organization or firm must be able to do business ethically. This is reinforced by the perspective of psychologist Jung, who argued that integrating ethical concepts requires a balance between professionalism and ethics (Fawkes, 2015).

To address this, the How component must be translated into this training, which might be accomplished by the Bank Sulutgo Malang team. Smart Indonesia Academy underlines the need of focusing the human resource training material offered to the Bank Sulutgo Malang team on work and goals. This is consistent with a meta-study done by Fabian and Ronald, who stated that in order to address Industry 4.0's issues, HR strategy must be able to focus on work and outcomes (Hecklau et al., 2017). Focus is critical because if a change or problem happens, personnel will not be easily distracted and lose sight of the organization's vision and goals.

CONCLUSION

On February 21, 2022, Smart Indonesia Academy conducted a community service activity at the Bank Sulutgo Malang office, which was attended by members of the Bank Sulutgo Malang staff who had completed HR management training. This human resources training seeks to advance Bank Sulutgo Malang's human resources knowledge, skills, and competence. To provide adequate HR training, it incorporates various concepts that serve as recommendations for responding to the 2W1H (Why, What, How) questions presented by Smart Indonesia Academy to the Bank Sulutgo Malang staff. In light of the Why, this program attempts to address the Industrial Revolution 4.0's difficulties. To respond to the context of What, what can be done is to strive for excellence while maintaining a professional and ethical perspective. In the case of How, the critical factor to consider is maintaining a laser-like focus on the task at hand and on the desired outcome.

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