

The Use of Technology in Business to Create Quality Human Resources for the Community of Way Jepara District

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ABSTRACT

In the current era of globalization, the development of quality human resources requires technology. Face-to-face training methods help people understand the use of technology in business, such as using the internet to expand markets. The results of the activities show that participants gained significant knowledge and application of technology. It is hoped that this activity will help build superior human resources that are responsive to technology. The percentage of understanding business technology increased from 60% to 80%, and the desire to use technology for business increased from 75% to 90%.

INTRODUCTION

Technology is anything that can be used to send messages, process data, or solve problems. Human resource development refers to the quality, skills, and abilities of individuals to adapt to environmental changes and future challenges. In the current era of globalization, the rapid advancement of technology has contributed to the progress of various social aspects, including the use of technology by humans to help complete very important tasks. Technological advancement must be accompanied by the advancement of human resources, so that people who use technology must be able to utilize it both now and, in the future, (Nikmah et al., 2023).

Technology is a new advancement in the production of goods or services that makes human work easier. With the increasing use of technology to simplify human tasks, humans continue to innovate to create new technologies that enable them to maximize their resources. Technological advancement has become one of the important factors supporting high-quality human resources (Nikmah et al., 2023).

There is no doubt that technological advancements in the modern era have increased the speed and ease of data transmission or processing across various industries, including human resource management. The function of information technology, such as data collection, retrieval, processing, dissemination, storage, and distribution, will make the human resource management process easier and faster (Kirana, 2021).

Indonesia has a very complex technological history. Basically, Indonesia is a developing country. As a result, the current use of technology in Indonesia can help the growth of human resources and the production of high-quality products. Technology plays a very important role in people's lives to enhance human resources, and the role of technology in people's lives can even influence our lifestyle. This shows that technology is rapidly developing and can make a very significant contribution. The surrounding community most often uses information and communication technology, such as mobile phones. Therefore, mobile phones are an important pillar in daily relationships that help people get to know and understand each other. On the other hand, when information and communication technology is misused, low-quality human resources are required. Low-quality human resources are caused by a lack of knowledge and information technology (Nikmah et al., 2023).

In the process, humans must be compelled to learn due to the rapid development of technology. Technology is used to make it easier for humans to do many things in life. Therefore, technology must be utilized in society so that people can enjoy this advancement without worrying about its dangers (Sudibyoto et al., 2023).

Improving the knowledge, skills, and capacity of every member of society is known as human resource development. Both the macro and micro definitions of human resource development differ. The macro definition includes planning, development, and management, as well as the improvement of human quality or capability to achieve national development goals. The micro definition includes planning, training, and management of the workforce or employees to achieve goals (Nikmah et al., 2023).

Noe (2020) formal education, work experience, relationships, and assessments of personality, skills, and abilities that help employees prepare for future jobs or positions. Besides that, Jackson et al. (2018) saying that development is the process of enhancing a person's ability to meet the future needs of the organization. As a result, development activities are often referred to as career development or leadership development. However, according to Mondy & Martocchio (2016), human resource development is one of the functions of human resource management, which focuses on assessment, organizational development, performance management, and planning development and career activities.

To build human resources, technology and science must be used (Septina, 2018). Human resource development must focus on understanding and utilizing as a system to produce high-quality human resources that can play important roles in organizations.

Because machines, money, positions, and other materials cannot replace human resource, companies, educational institutions, university, countries, and other nations are very important for the success of companies and businesses around the world (Arif, 2021).

Business operators must always know what they are doing when managing their own business independently, as they are faced with many challenges and changes in the environment. In the current era of globalization, almost all businesses have taken notice of the advancements in information technology (Malikhah et al., 2023). Due to the rapid development of information technology, business actors must compete to meet life needs efficiently and effectively. Everyone who needs information is here, both organizations and individuals. Technology aims to make human work more purposeful and efficient. If previously technology helped in meeting production requirements, now it help in data management. This can impact employee productivity levels (Matandra, 2018).

Digital literacy is the knowledge and ability to use various digital media, such as communication tools, the internet, social media, and other things that are part of the digital industry. The importance of digital literacy in community life is to improve and enhance community life during the pandemic and in the current digital era (Sudibyو et al., 2023).

Because many factors influence individual characteristics, understanding the use of information technology often becomes a challenge (Nugraha & Nuraeni, 2021). When using information technology, behavioral aspects must be considered (Nugraha & Nuraeni, 2021).

Because the people of Way Jepara District are not yet aware of the rapid technological developments, many are unable to utilize them. This activity discusses examples of technology use in business. The community of Way Jepara District hopes that this technology advancement utilization seminar will enhance their knowledge, especially on how to use technological advancements in business.

Way Jepara District is located in East Lampung Regency, Lampung Province. Way Jepara District has an area of 135.78 km². Geographically, Way Jepara

District borders Labuhan Ratu Districts to the north, Bandar Sribawhono District and Mataram Baru District to the south, Braja Selebah District to the east, and Sukadana District to the west.

IMPLEMENTATION AND METHODS

With the theme “The Use of Technology in Business to Create Quality Human Resources for the Community of Way Jepara District,” face-to-face (offline) counseling was provided to the community of Way Jepara District. The outreach material includes an explanation of the utilization of technological advancements in business aspects, leading to internet users as a medium for online business. There are 30 people participating in this community service. The community service activities were held on Saturday, May 10, 2025, from 09:00 to 11:30 WIB at the Way Jepara District Village Hall.

RESULTS AND DISCUSSION

Benefits Obtained

Partners must work together to ensure that community service activities run smoothly and that the implementing team can be trusted to carry out these activities. Partners observe and monitor the community service conducted by the implementing team and help inform the community of Way Jepara District. Table 1 shows the benefits obtained by the participants of the Community Service in Way Jepara District from the implementation of the activities.

Table 1. Benefits of Community Service Activities

No	Parameter	Condition Before Community Service	Condition After Community Service
1	Knowledge about business technology.	60% of the residents of Way Jepara District only know about business technology information.	80% of people in Way Jepara District know that technology can increase business sales.
2	Implementation of technology in the context of business.	75% of the resident of Way Jepara District still do not have the ability to use technology to help their businesses.	90% of the community in Way Jepara District want to use technology to support their businesses, increasing sales beyond the Way District area.

CONCLUSIONS AND RECOMMENDATIONS

To support superior human resources in Way Jepara District, community service activities teach the people of Way Jepara District about services activities. This shows an increase in knowledge and application carried out by the people of Way Jepara District, as well as the enthusiasm evident during the Q&A and quiz sessions conducted by the speaker on the discussed material. When the community service program is completed, it is expected to be effectively implemented in Way Jepara District, so that its residents possess superior human resources in technological knowledge.

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