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HUMAN RESOURCES EMPOWERMENT IN THE WOMEN'S BUSINESS COMMUNITY IN MEDAN AND SURROUNDING CITIES IN THE ERA OF REVOLUTION 4.0

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ABSTRACT

Communities in a region need to empower human resources in the organization have problems exist in the community from administrators and members because of changes from the industrial revolution 4.0. Therefore, it is necessary to research at human resources empowerment in a community, especially the women's community. The purpose of this research is internal mapping on human resources empowerment in the community in the surrounding Medan city area. The population of this study is of 70 people from 37 communities. The method of sampling is done with the principle of snowball so that in the sampling is more accurate with the recommendation of the next sample. As for the results of research on human resource empowerment in the community is positive thinking which is 68.6% while engaging in work for members and digging into the ideas of community members is done by 65.7% of administrators. Meanwhile, in creating a strategy together the community is only done by 42.6%. Meanwhile, 52.9% of respondents said there was community training if needed. The results showed that variable ease of doing activities was stated by 62.9% of respondents. Meanwhile, 35.7% of respondents used social media to introduce their community. And only 40% use social media to promote their community. IT technology is not yet fully used for the improvement of community activities in daily activities. Therefore, training and mentoring is needed in improving the ability to use social media for future community progress.

Keywords: Human Resources Empowerment, Revolution 4.0, community

41 **Introduction**

42 During the Industrial Revolution Era 4.0 human resources (HR) played an important role in

43 achieving the goals of organizations as well as community organizations. Community in a group

44 that is a group of people formed because of a certain activity in doing activities together or have

45 the same vision (Suprayitno and Silalahi 2019).

46 The community is a social group and also a place for all members who have a common interest

47 in beliefs or other scopes.

48 According to Crow and Allan (Wenger 2002) 3 components form the community, namely:

49 1.   Based on the domicile

50 2.   Based on interests,

51 3.   community formed based on a particular idea

52 According to Vanina Delobelle (2008), the definition of a community is a person of similar

53 interest, on the grounds that

54 1.   desire to share : members help each other.

55 2.   Same domicile.

56 3.   Same religion and culture. Examples of weekly studies.

57 4.   There is an influencer to do something activity together

58 Therefore, community is the empowerment of the community to achieve the goal together with

59 an interest carried out by a group of people. In communities that are community organizations

60 managed by human resources (HR). Empowering human resources internally within the

61 organization is essential so that organizations like the community can achieve their goals

62 optimally.

63 Human Resources Empowerment according to Priyono & Pranaka in Maulina (2013) Surya

64 Dewi, et.al (2014) Khera (2015) is the empowerment of the ability of human resources in the

65 organization to increase activities so as to produce good performance, the ability to develop

66 individuals to have responsibility, the ability to complete work, and have competence in

67 providing the best service in the organization.

68 Human Resources Empowerment is a transformation process in developing strengthening and

69 strengthening internally about the value of human resource competitiveness, so that hr can make

70 maximum contribution to organizations such as the community and the environment. Therefore,

71 empowerment is the improvement of competence of a person or group in order to be able to

72 understand and understand the potential that exists in him, the working conditions and able to

73 improve his work optimally in achieving the common goal.

74 As for the principle on human resources empowerment according to Stewart there are 8 called

75 "The eights of empowerment" namely doing activities together, developing, overcoming

76 problems, motivating, synergizing each other, involvement and mutual trust and openness of

77 fellow members.

78 According to Khan quoted by Rokhman (2003) offers a model of empowerment that can be

79 developed in an organization namely:

80 1.   Desire

81 Desire is includes opportunities to identify existing problems, encourage members to engage in

82 creating new work strategies, encourage each member to engage in the work of, train members

83 to have self-control

84 2.   Trust

85 The Trust include give members the opportunity to engage in policymaking, provide members

86 with free time to solve problems or do work, provide the training you need, respect differences

87 of views on community members, aappreciate the success that members achieve in the

88 community, provide clear access to information for members

89 3.   Confident

90   Confident include assigning task delegation to members, dig into suggestions and ideas from

91   members, encouraging members to complete their work

92   4.   Credibility

93   Credibility include members are partners in the community, the community has targets in

94   achieving its goals, encourage each member to engage or partner with changes, assist members

95   in achieving goals

96   5.   Accountability

97   Accountability include clear tasks and indicators, engaging members in the determination of

98   strandar, provide members with assistance in getting the job done, monitoring and evaluating

99   and providing feedback to all members of the community

100   6.   Communication

101   Communications include there is a policy of openness of communication and have time to

102   discuss and provide information for members openly

103   Based on the above hr training model, it is known that in the process of empowerment, the

104   commitment of all administrators and members in running the organization.

105   Technological changes cause human resources to have a variety of skills, knowledge, and

106   motivation to achieve individual or organizational goals. So that individuals can develop and

107   implement their work and be able to see opportunities in the face of failure in each activity they

108   do. According to Spencer & Spencer (2008) and (Mondy 2008) stated that competencies have

109   characterism namely motifs, traits, self-concepts, knowledge and skills where self-concept and

110   branding are core personalities that are difficult to develop because they are soft skills that are

111   invisible.

112   Industrial revolution 4.0 brought about changes in human life because it related to the use of

113   technology such as social media, robots that can replace human work so that there is efficiency

114   and effectiveness of work that human resources have in the community. Therefore, optimal

115   empowerment of human resources is needed.

116   Human resource management is the management of a number of individuals nature of a Human

117   Resources Organization (HR). In the organization of development and empowerment of

118   members in an optimal way needs to be done continuously to deal with rapid change due to the

119   industrial revolution 4.0.

120   Human resources management plays a role in the management and development of a

121   community. In human resource management core competencies are the main competencies

122   related to the attitude of skills and knowledge that must be had on the activities of the

123   organization.

124   Social interaction in Era   4.0 (fourth industrial revolution) needs to be done because of the

125   complex problems facing society. Various jobs are increasingly complex due to the rapid pace

126   of development of information technology and the covid-19 coronavirus pandemic.

127   In order for an organization like the community to exist in the era of revolution 4.0 requires the

128   ability to address complex issues. During the industrial revolution era 4.0 communities that

129   generally handle social issues must also have managerial competencies that are individual

130   competencies with the aim of improving management performance in communities that are a

131   combination of knowledge of attitude skills and individual characteristics seen in activities so

132   that the community can thrive amid the changes that occur due to globalization and covid-19

133   virus.

134

135   **Theoritical Studies**

136   **1.   The Relationship of the Industrial Revolution 4.0 to Human Resource Management**

137   Human Resources (HR) is an important part of the development of a Country. Because the

138   empowerment of human resources is expected to increase the potential of society. Human power

139   engaged in the organization of a community should be considered, well because the community is

140 solving social problems in the community have difficulties due to poverty and other social problems or

141 unemployment.

142 Entering the   Industrial Revolution 4.0 besides having to have intelligent human resources and be work

143 hard,   also have soft skills   in the field   namely discipline, tough, responsible and able to adapt

144 without abandoning the values and culture of the nation, as well as being able to leadership skills

145 (leadership)) that side with the interests of the community and work well.

146 The Industrial revolution should be see a momentum to strengthen human resources in   communities

147 based on the noble values of a nation capable of producing resilient, competent and highly competitive

148 professionals with high nationalism.

149 **1.   Impact of the Industrial Revolution**

150 Since the Industrial Revolution 1.0 there has been a major change in the order of British public life. The

151 Industrial Revolution had a positive impact as well as challenges in the social, economic and political

152 fields and sciences. As for the impact of the industrial revolution in general for people's lives as follows:

153 1.   Social Field

154 There was an industrial revolution of jobs that had previously been in the agricultural area of the village

155 moved to the city. So there is a fairly urbanization to the city. The peasants went to town to become

156 factory workers. Big cities are becoming crowded and there are slums in big cities

157 2.   Economics

158 The influence of the Industrial Revolution in the field of economics is characterized by the development

159 of industrial areas such as Industrial Estates. Example of Medan Industrial Estate. The emergence of

160 the industrial area is a picture of the development of the industry. The rapid development in the industrial

161 revolution encouraged everyone to improve everything related to the results of the spell.

162 3.   Political Field

163 industrial Revolution in the field of politics among others, (1) spawned new rich people rulers of the

164 industry. (2) the growth of democracy and nationalism (3) the rise of modern imperialism, namely

165 imperialism based on economic power, and market development for its industry. (4) the prolife of

166 liberalism that initially only develop in The United World.

167   Industrial evolution in Indonesia led to modern imperialism aimed at finding raw materials, cheap labor,

168   and a market for production products. Free trade gave birth to the concept of liberalism. This led to

169   inequality between the rich and the poor that led to the emergence of various communities to address

170   problems such as community poverty, unemployment, and other social problems.

171

172   **1.   Challenges of the Industrial Revolution 4.0**

173   1.   Revolusi industri 4.0 an industry that combines automation technology with cyber technology.

174   This is a trend of automation and data exchange in manufacturing technology.

175   2.   Industrial revolution 4.0 resulted in "smart factories". Inside a smart module structured factory,

176   cyber-physical systems monitor physical processes, create virtual copies of the physical world, and make

177   centralized decisions. Through the Internet for all (IoT), physical cyber systems communicate and work

178   with each other and humans simultaneously. Through cloud computing, internal and cross-

179   organizational services are provided and utilized by various parties within the value chain..

180

181   **1.   Industry Transformation: "Disruptive Effect"**

182   Industrial Revolution 4.0 resulted in superfast, disruptive, and disruptive change. Old industries are

183   "undermined" (creative destruction) resulting in new industries with new players, new business models,

184   and new value propositions.

185   Disruptive change This Industry 4.0 has the power of"rinsing"old industries: traditional retail is rinsed

186   by ecommerce; print media rinsed by online media; traditional taxi service rinsed taxi service based

187   sharing economy; telko services are rinsed byover-the-top services suchasWhatsApp; mass

188   manufacturing will be rinsed by additive manufacturing that is tailor-made with the arrival of 3D

189   printing technology; even the country's exchange rate will be rinsed by cryptocurrency(Blockchain).).

190   This very sudden change is not without economic-social disadvantage. The most fundamental impact is

191   the migration of value migration from inkumben players to new players (startups). This value migration

192   triggered the fall of inkumben players because the market was gnawed by new players with new digital-

193   based business models. Traditional retailers began to fall, newspapers and magazines were no longer

194   published, and dozens of industries experienced weakening demand.

195 **1.   Economic Inequality: "Plate-form Effect"**

196 The most bizarre challenge of the Industrial Revolution 4.0was the widening economic inequality

197 between both physical and intellectual capital owners, and people who relied on cheap labor.

198 Markets in various sectors of Industry 4.0 point to a monopolistic market structure as a result of the so-

199 called" platform effect". Examples of digital giants such as Google, Facebook, Amazon, eBay, AirBnB,

200 Ali Baba have tremendous power in disrupting the market by creating new platform-based business

201 models, then "absorbing" value in the industry as well as dominating it.

202 The consequence of the platform effect is the concentrated assets to the handful of dominant players

203 who dominate the market. The trend towards Industry 4.0 monopoly is now seen where Google, for

204 example, has controlled about 88% of internet search and search ads.

205 At the micro level, the effect platform widens the gulf between rich and poor: innovators, entrepreneurs,

206 shareholders, investors will get richer and more wealthy; while the workers are getting poorer. in

207 Indonesia 99% of the population is in the second group.

208 Human resource capacity building program in the era of 4.0 in a community should be done by looking

209 at mapping human resources empowerment as well as human resources in the surrounding Medan

210 community through research so that it is known the ability in empowering human resources management

211 and social skills, and this can be a reference in designing human resource development system era 4.0

212 on the development of communities in surrounding Medan. The development program of kapa-human

213 resource sitas in the era of 4.0 in a community should be done by looking at the mapping of human

214 resources empowerment as well as human resources located in the surrounding Medan community

215 through research so that it is known the ability in empowering human resources management and social

216 skills, and this can be a reference in designing human resource development system era 4.0 on the

217 development of existing communities in surrounding Medan..

218 The above exposure has revealed how important hr empowerment is in entering the current era of

219 Industrial Revolution 4.0 and the covid-19 pandemic period.

220

221 **Materials and Methods**

222 This study uses a qualitative approach using triangulation methods in the retrieval of

223 respondents. Qualitative approach to being able to identify community characteristics as well

224 as administrators of the community as well as entrepreneurial mindset, as well as the advantages

225 of competing in running a business.

226 ***Population and Samples***

227 The population and sample of this study are community administrators in Medan city and Deli

228 Serdang regency. The sample of this study was 70 people from 37 communities. The sampling

229 method is done with the principle of snowball so that the processed sample will be more

230 accurate with recommendations from the previous sample. In sampling is also done by taking

231 administrators who are in a community.

232 ***Data Collection Methods***

233 Data will be obtained by means of,

234 1.   Research questionnaire that contains questions of human resource empowerment as well

235 as the use of social media in community activities in Medan and surrounding cities.

236 2.   In-depth interviews are made to sharpen qualitative data.

237 3.   Focus Group Discussion (FGD) is conducted to obtain information on human resource

238 empowerment and the use of social media in community activities. As for FGD activities, the

239 participants are from community leaders and related agencies. In this case, the Office of Women

240 Empowerment of North Sumatra Province.

241 ***Data Analysis***

242 Analysis of this research data is a qualitative analysis using content analysis based on FGD

243 results

244 The manuscript should present the complete information on the materials and method, so that

245 anyone can duplicate the experiment. The method was appropriate to approach the problem

246 solving This can be divided into subsections if several methods are described (Chavas &

247 Mitchell, 2018).

248 **Result and Discussion**

249 The results showed that the community in the surrounding Medan City is the most established

250 community over 23 years as much as 15 communities or 21.4% while the establishment of the

251 community is done for reasons of poverty and unemployment stated 61 communities or 87.1%

252 this is because the establishment of a community is still addressing social problems that exist

253 in the midst of society. From this description, the characteristic of other communities is that

254 this community has more than 20 members in 37 communities or 52.8% there are even 2

255 communities that have more than 200 members. From the result of the description of

256 empowerment S empowerment of human resources carried out by the administrator is positive

257 thinking which is 68.6% while engaging in work for members and digging into the ideas of

258 community members is done by 65.7% of administrators. Meanwhile, in creating a strategy

259 together the community is only done by 42.6%. According to 48.6% of respondents who stated

260 to delegate activities to community members. Meanwhile, 52.9% of respondents said there was

261 community training if needed.

262 The results showed that variable ease of doing activities was stated by 62.9% of

263 respondents. Meanwhile, 35.7% of respondents used social media to introduce their

264 community. And only 40% use social media to promote their community.

265 The result of the FGD was to change the pattern of behavior to the industrial revolution

266 4.0 of community members in order to be able to enter the revolution 4.0 required the ability of

267 the members to have skill and the ability and mindset of digitization or have creativity in social

268 activities in the face of the industrial revolution 4.0 and corona pandemic (covid19). Then

269 training and mentoring is required to community administrators and members to make

270 community members have the skills and skills to use social media for various activities in the

271 community.

Table. 1
Deskripsi Komunitas Berdasarkan Tahun Berdiri Komunitas

	Frequency	Percent
1-5 tahun	16	22,8%
6-11 tahun	8	11,4%
12-17 tahun	31	44,3%
18-23 tahun	23	32,8%
>23 tahun	15	21,4%
Total	70	100.0

272 based on the table above can be seen that the standing community is most between 12-17 years

273 old which is 31 communities or 44.3%, while the community that stands under five years is 16

274 communities or 22.8%, while 21.4% of communities stand over 23 years.

Table. 2
Deskripsi Komunitas Berdasarkan Jumlah Anggota dalam Komunitas

	Frequency	Percent
< 20 orang	33	47,1%
21-40 orang	20	28,6%
41-60 orang	3	4,3%
61-80 orang	6	8,6%
>80 orang	8	11,4%
Total	56	100.0

275 Based on the above data can be seen that the largest number of community members is under

276 20 people or 47.1%, while the smallest is 41-60 people which is 4.3% while above 80 people

277 there are as many as 8 communities or 11.4%.

278

Table. 3
Deskripsi Komunitas Berdasarkan Sub Sektor Usaha

	Frequency	Percent
Desain	4	5,7%
Fotografi	3	4,3%
Layanan internet	8	11,4%
Makanan dan Minuman	51	72,8%
Musik	1	1,4%
Percetakan/Penerbit	3	4,3%
Total	70	100.0

Based on the table above can be seen that the business sub sector of the community is the largest food and beverage business numbering 51 communities or 72.8%, while the smallest is the music community or 1.4%.

Table. 4

Deskripsi Komunitas Berdasarkan Sosial Media

PERTANYAAN	PILIHAN								RATA-RATA	KATEGORI
	Tidak Pernah		Jarang		Kadang-kadang		Sering			
	F	%	F	%	F	%	F	%		
Mendapat informasi	8	11.4	8	25.7	12	17.1	32	45.7	2.97	Kadang-kadang
Aktif di Komunitas	9	12.9	19	27.1	11	15.7	31	44.3	2.91	Kadang-kadang
Memperkenalkan komunitas	12	17.1	21	30	12	17.1	25	35.7	2.71	Kadang-kadang
Tidak menggunakan biaya	7	10	20	28.6	9	12.9	34	48.6	3.0	Kadang-kadang
Kemudahan aktivitas	2	2.9	18	25.7	6	8.6	44	62.9	3.31	Sering
Halaman informasi	5	7.1	18	25.7	9	12.9	38	54.3	3.14	Kadang-kadang
Mudah update berita	6	8.6	18	25.7	9	12.9	37	52.9	3.1	Kadang-kadang
Menentukan target aktivitas	5	7.1	24	34.3	9	12.9	32	45.7	2.97	Kadang-kadang
Mudah mencari informasi	3	4.3	19	27.1	17	24.3	31	44.3	3.09	Kadang-kadang
Promosi komunitas	8	11.4	22	31.4	12	17.1	28	40	2.86	Kadang-kadang

The results showed that variable ease of doing activities was stated by 62.9% of respondents. Meanwhile, 35.7% of respondents used social media to introduce their community. And only 40% use social media to promote their community.

Conclusion

Conclusions in empowering human resources in a community are needed training especially to increase the ability and interest in using IT technology and mentoring so that the capabilities and will of community members and administrators continue to grow and carry on in managing businesses and being able to develop and compete in community social activities

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295 precede those of institutions or funding agencies.

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