Social Network Analysis Human Resource Development Using Twitter Data

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Abstract. The most important resource owned by an organization, one implication is that the most important investment that an organization may make is in the area of human resources. The purpose of this study was to determine the development of human resources through social network analysis obtained from Twitter data. This research is qualitative netnographic research, with a social network analysis approach known as SNA. The data were obtained and analyzed using the atlas. ti application. The results of the research show that human resource development can be carried out in various ways, such as collaborating with relevant agencies such as the Agency for Personnel and Human Resources Development, or even with other countries. Human Resource Development, more by government agencies than by the private sector. Many of the resource developments are related to technology. This research is new because the analytical media used is new.

Keywords: Social Network Analysis, Human Resource Development, Twitter, Atlas ti.

1 Introduction

Management is an important tool in an organization, which is a planning activity, processes, and ways to mobilize a resource that exists in an organization or agency. There are several elements of management contained in it, namely people, money, methods, logistics, and markets [1]. From some elements of management, human resources are something that is then very influential in the scope of work and production of an organization [2], [3]. The HR problem is a problem that is then taken for granted and is also complicated, in which case many people state it in a theoretical form, but in reality, it is very difficult to realize [4], [5]. Related to HR issues. It is a concern for all organizations, be it business or public organizations. This is understandable because humans are a very important element in organizations, in addition to other elements. Because it is the human being who creates thoughts, works, or products that can then develop a group.

In the implementation of human resource development and development through education and training, the government of enough quickly manifested it in various programs [6]– [8]. The government pays special attention to the quality of education and training of the state civil apparatus in response to the increasingly complex demands of the environment, be it demands, domestic market demands, or globally.

Strategy is a technique that is structured to achieve a certain victory or goal. This strategy is generally related to organizations, where strategies are designed by higher-ups or organizational leaders so that the steps taken by their organization can achieve the long-term goals or objectives of the organization. Not only in official organizations such as companies, but we also often use strategies in everyday life such as strategies to score well on exams, winning strategies.

The subsequent development of the strategy when used for the benefit of trade, business, farming, agriculture, and others. Strategies are also used in the interests of states whose scope is much wider in the framework of utilizing all available resources of a State, for the achievement of its objectives.

Strategy arises because of competition between living things. It's not just humans who need a strategy, animals also need it. Humans and animals, tend to always compete or compete among their peers and with other creatures. To win the competition, humans and animals must try to be superior to others, thus causing the creation of so-called strategies. On that basis, it makes it very difficult for humans to separate themselves by the use of strategies or tactics/ tactics. Strategies are used in various fields of human life such as psychology, economics, business, military, police,

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and others. Strategies are needed to answer both fixed and changing external environments.

The implementation of education and training for officials aims to improve the ability, knowledge, expertise, skills, and attitudes to carry out the duties of the position professionally based on the personality and ethics of civil servants, foster officers who can act as reformers and glue of national unity and unity, strengthen attitudes and spirits of personality that focus on service, highlighting and community empowerment, and creating common visions and dynamics of patterns think in carrying out the duties of general government and development with the realization of good governance.

Especially for the implementation of coaching and human resource development through education and training, it seems that the government's response is quite fast as manifested in various programs. In public organizations, various types of training or education and training have been established or reactivated, such as increasing the loyalty of civil servants, training of a technical and functional nature, administration and management, science and technology, and special areas.

2 Methods

This research is qualitative netnographic research, with a social network analysis approach known as SNA Netnography, according to Kozinets which has been cited by Suprianto et al. [9], nethnography can help to understand that world. So that it can help understand the various contexts that allow it, the new social forms it develops, and the old forms it replaces Researchers work by considering the observed symptoms and utilizing field notes on HR development strategies obtained using Twitter data.

The search keyword in the application is the development of human resources. The types of twitter used are tweets and retweets, with a maximum of 300 posts.

The data that has been obtained is analyzed using the atlas. ti application, making it easier for researchers to conduct network analysis of the phenomenon under study. In addition to knowing the picture of the acidifier in network analysis, codes that are not related to each other, are removed from the network. Human resource development, also obtained regarding a word that is often used in the Twitter application related to human resource development.

3 Result and Discussion

The development of human resources in this case the apparatus in a work unit is an absolute must continue to be implemented. This is important, because the development of science and technology continues to give birth to challenges, especially in the field of development. In this connection, it is necessary to have special efforts that can encourage apparatus resources to develop themselves, through education and training efforts so that there is special attention to issues related to the implementation of the main duties and functions of agencies in Indonesia. Without the element of apparatus resources as an apparatus in the agency, the objectives of the agency or the implementation of the main tasks and functions will not be as effective as expected. Human resource development is an absolute must for an agency in facing the demands of the task now and specially to answer future challenges.

Based on the results of data analysis, the network picture obtained is as follows:

From the network analysis, it can be known that users of the Twitter Application, with each other interact with each other about the development of human resources. Tweets about human resource development are mostly done by public organizations, while private organizations are only a few agencies that upload on Twitter. Many uploads related to human resource development can be done in various ways such as collaboration with related agencies such as the Personnel and Human Resources Development Agency, or even with other countries. Human resource development is mostly carried out by government agencies than the private sector. The development of the carried out resources is much related to technology.

![Fig. 1 Human Resource Development Network Analysis](https://doi.org/10.1051/shsconf/202214902030)
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Collaboration with related agencies helps agencies to gain new knowledge that has been exposed in other organizations to be applied to an organization. Good collaboration will add opportunities for organizations to know the things that need to be developed and the things that need to be left behind.

In the program of education and training for the development of development should be clearly known what is to be achieved. This is in accordance with the results of the research of Niswaty, et al. [10] one goal to be achieved is to teach certain skills that are generally new skills that are not yet possessed by workers. The implementation of development training programs is intended to teach new knowledge. It is even quite possible that what is required is a change in attitude and behavior in the performance of tasks.

The implementation of training programs and the development of two interests must be equally fulfilled. The first interest is the interest of the organization which is reflected in the improvement of the organization's ability to achieve its goals. The second interest is the interests of the employees who are trainees and development which, if not fulfilled, will result in a lack of motivation, not just in attending training and development, but also in carrying out the duties entrusted to him.

Furthermore, related to the word cloud, the most widely used words consist of: development, resources, resources, human beings, talents, activities, ministries, ministries, ministries, training, society, human resources, heads, and so on. Development, resources, resources and people are a unity, namely the development of human resources related to keywords in research. Talent is an ability; this is related to improving abilities carried out by providing education and training. Activities are related to activities carried out for the self-development of employees / employees / staff. The Ministry, and the Ministry of Law and Human Rights are related to institutions that often conduct training. Society in the word cloud is much related to the benefits obtained from the implementation of human resource development that is utilized or aimed at the community. Human resources stand for human resources which is the object of human resource development. Head, related to the head of the organization that carries out human resource development programs.

4 Conclusions

Human resource development is a topic that is often discussed in the Twitter application, starting from various human resource development activities. Human resource development can be carried out in various ways, such as collaborating with relevant agencies such as the Agency for Personnel and Human Resources Development, or even with other countries. Human Resource Development, more by government agencies than by the private sector. Many of the resource developments are related to technology. This research is new because the analytical media used is new.

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