

# 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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