

SWOT Analysis in a Disruptive 5.0 Society on Human Resources Management

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Abstract

Human resource management is now faced with the disruptive society 5.0, which is closely related to human resource performance and which in the long run is correlated with economic growth. The purpose of this study is to investigate whether or not the SWOT analysis tool is useful for generating suggestions for different approaches to human resource management. In this study, descriptive and qualitative research techniques were used to analyze the social conditions necessary for human survival. This research teaches us that the WT Strategy, which consists of defending human resource management against errors and risks, is the most important strategy to implement. We obtained this information through reading studies. Research needs to be carried out in various disciplines to determine what the nation needs to fulfill the vision and capabilities of 5.0.

Keywords: HRM, community 5.0, SWOT Analysis, and economic growth

Introduction

According to the definition of Mondy and Martecchio, human resource management is the process by which an organization achieves its goals through the use of its people to achieve these goals. Human resource management is an important field of study due to the fact that people provide great benefits over other forms of organizational resources. According to Suryani and John (2019), one of the most important benefits of human resources is that they cannot be replaced by individuals who do not have special knowledge or by individuals who set up companies with the aim of preserving specialized human skills.

The labor participation rate is an indicator of the state of the nation's human capital, and is expected to reach 6.93 billion people in 2020, 8.75 billion in 2021, and 8.40 billion in 2022 (Statistics, 2022). However, the country is projected to have a population of 8.40 billion by 2022. Information security issues, lack of stability of production equipment, inadequate skill levels, inability to adapt to changing demands, and huge job losses due to automation are all challenges present in this era. industry 4.0 (Hamdan 2022). Currently, we live in the Age of Society 5.0, whose main goal is to provide wealth and technical growth to every sector of society (Wasitarini 2019). Computers and the internet have become an important part of people's lives, ushering in the era of Society 4.0.

The concept of "society 5.0" that the Japanese government aspires to presents various possibilities as well as problems for human resource management. First, the widespread use of drones for delivery, surveillance and disaster relief; second, the rise of internet-connected household appliances that increase convenience; and third, the challenge posed by Japan's aging population to the challenges posed by the country's government in terms of providing medical care to its citizens. Cloud computing has made things like buying and traveling easier, and has allowed robots to function in any setting. and even companies operating independently as separate entities. (Suherman et al. 2020)

Research Method

Literature research by collecting selected references from various previous studies, comparing the results of these studies, and then drawing conclusions based on striking similarities and differences between the two sets of findings (Lai et al., 2022). The literature research conducted for the purpose of this investigation was drawn from works supporting the topic of using SWOT analysis to address the problems presented by Society 5.0 from the perspective of human resource management during a period of economic development. In this particular research, the research approach we used is SWOT analysis and descriptive analysis. The data used in the SWOT analysis comes from literature studies, both in the form of books and academic journals that analyze the strengths, weaknesses, opportunities and threats presented by various human resources in the Post-Industry 5.0 Era. These studies examine the literature to determine the strengths, weaknesses, opportunities and threats posed by these resources. After that, a descriptive analysis was carried out using the SWOT matrix as a guide.

Findings and Discussions

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The Age of Uncertainty Regarding Society Year 5.0 represents the future that organizations are currently preparing for. The rapid development of digital technology and social transformation have an impact on human work practices and relationships that take place in the workplace. As part of the modernization and adaptation process, organizations are required to carry out a SWOT analysis within the framework of Human Resource Management (HRM) to assess their respective strengths, weaknesses, opportunities and threats.

SWOT analysis needs to be carried out to facilitate analysis of future strategic planning, as well as to monitor, organize and assess progress. The study consists of four parts: the strengths, weaknesses, opportunities and dangers listed above. The SO (Strengths-possibilities) approach is used to leverage the inherent strengths of a business to maximize the possibilities presented by the environment. The WO (Weaknesses-chances) approach is used to overcome problems that occur within the company by taking advantage of opportunities available outside. The ST approach, also known as a strength-threat strategy, involves leveraging a firm's strengths to prevent or mitigate the impact of external threats. According to Tan and Ooi's 2020 research, the goal of the WT (Weaknesses-Threats) approach is to foster resilience through reducing internal weaknesses and avoiding external threats.

The IFAS (Internal Factor Analysis Summary) matrix can be used to determine a company's strengths and weaknesses, while the EFAS (External Factor Analysis Summary) matrix can be used to determine a company's opportunities and hazards. Organizational placement can be determined by combining the two measures through the use of a SWOT analysis, which is described in Table 1. To present some alternative strategies that are more functional, making them easier to adopt and execute across all major business divisions, is the ultimate goal of a SWOT analysis.

The benefits of a SWOT analysis are:

1. Have an accurate understanding of where your organization stands in relation to others operating in its sector.
2. Assume a leadership position in the organization and help to achieve its goals. Make it a priority to refine existing strategies to ensure that company plans can accommodate changing circumstances in the market (Abdulazis and Kadir, 2019).

Table 1. SWOT Analysis of Human Resource Management in the Era of Disruptive Society 5.0

IFAS <i>(Internal Factor Analysis Summary)</i>	Strengths 1. One Digital Capability: HRM Needed to Define Employee Digital Capability to Prepare for Today's Challenging Work 5.0 Environment. Due to these strengths, companies can embrace digital technologies and increase their use. 2. Management science and data mining (HRM) is currently placing significant emphasis on the importance of organizational adaptability and flexibility in contexts of change. If a company can quickly modify its human resource demands to take into account changes in the surrounding environment, it will have a greater advantage over its competitors. 3. Third, we have innovation, which refers to an organization's ability to foster an inventive culture among its employees.	Weakness 1. Insufficient Digital Skills The fact that workers often lack the necessary digital skills is one of the most significant HRM deficiencies today. 2. Indifference to change can pose a challenge to HRM, especially if it is due to societal and technical advances in the environment. 3. Generational Differences in Understanding of Culture: Shifting Perspectives in an Age of Rapid Social Change It is possible that version 5.0 could make a difference in how older and younger generations interpret their shared cultural history.
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EFAS: (External Factor Analysis Summary)		
Opportunity 1. Introduction of version 5.0 to help guide choices in recruiting, developing, and retaining employees. 2. Improving communication, employee engagement and involvement in corporate decision-making, as well as facilitating collaboration and creative endeavors. 3. There is potential for increased operational efficiency in HRM which can be achieved through the use of digital technologies such as automation and building quality assurance.	SO Strategies 1. Human resource assurance legislation in Era Society is based on rules that give credence to the overall goals of the organization. 5.0 2. Effective human resource administration to simplify certain activities.	WO Strategies 1. Increase human ability to use digital technology through many techniques, including education, training, and other programs. 2. Human resources need to take more preparatory measures to deal with the ever-increasing complexity of technical innovations. 3. Rural communities have the opportunity to benefit from technological advances. 4. Infrastructure that supports the environment enlivens social goals. The 5.0 figure will gradually rise.
Threat 1. Human labor is gradually being replaced by machines in a growing number of industries. 2. The Unpredictable Age of Society and the Rising Gap in Accessibility to	ST Strategies 1. Human resources no longer depend on labor exploitation to complete tasks 2. Rural areas will find it easier to access human resources and receive training to achieve higher levels of production thanks to the accessibility of technology anytime and anywhere. 3. There is extensive monitoring of	WT Strategies 1. Adapt to changing times by acquiring technological proficiency and personal digitization 2. Flexible human resource management 3. foreign language learning so you can better appreciate other cultures and make connections across borders.

Digital Media Version 5.0 3. Protection of personal information and Concerns about data security	the performance of workers to facilitate the realization of a shared vision for society. 5.0	4. The development of the character of critical, innovative and creative thinking is very important. 5. Research continues to be carried out to develop and find innovations that are needed in the country. 6. Programs to realize the vision of society 5.0 which are adapted to national capabilities and needs.
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Information about Society 5.0 that has been sent to Indonesia and other countries via potentially unreliable news outlets can be viewed in stages. Research on Japan's projected Society 5.0, the next ambitious goal of the Fourth Industrial Revolution, has just begun, marking the start of the first phase. The second stage looks at the development of the possibilities and difficulties posed by Society 5.0, while the third stage includes the formulation of a strategy to deal with this phenomenon by concentrating on human resource management, creative public-private partnerships and business services. In the second stage, opportunities and challenges are presented by Society 5.0.

Human resource management met with various obstacles during its implementation. When we talk about "challenge", we are referring to external variables such as those related to politics and law, economics, technology, demographics, and culture. There is no doubt that the rapid growth of information and communication technology has the potential to improve relations between individuals and, by extension, between nations. There's also little doubt that this might be a positive thing. Because of this, countries around the world will be motivated to modernize their systems and become better in order to compete effectively on the world stage. In order to increase output on a global scale, globalization of human resource management is necessary. Because change is something that cannot be stopped and will always be there, human resource planning is needed if you want to stay abreast of globalization. According to Handayani and Rahayu (2021), the development and training of human resources must have a main focus on increasing work productivity and efficiency.

In the era of Society 5.0, one of the defining characteristics of Human Resource Management is the potential to influence society. For starters, Society 5.0 has implemented new principles into the standard way of life for humans as an ecological system. Society 5.0's goal is to improve people's quality of life by bringing the virtual and real world closer together in a way that is conducive to good health. Achieving parity between cyber and physical worlds through the use of technology is anticipated to aid economic development and social problem solving. This is possible thanks to the options offered by advanced community ecological systems and technical breakthroughs. Second, society as an integrated ecological system, with simplified commercial operations at the core of the integrated community possibilities. Ecosystem development as part of Society 5.0, with simpler employee monitoring, auditing of financial statements, and access to internal information is possible with an internet connection everywhere. In Society 5.0, the focus is placed on improving the economic infrastructure, which will surely have some lasting consequences on the social life of the population. (Suherman et al. 2020).

Conclusion

Future planning will be simplified for human resource management by conducting a SWOT analysis of the positive and negative characteristics of the organization, as well as its opportunities and threats. The WT strategy, which requires efforts to protect human resource management from errors and risks, is the most important strategy to implement. Its application must be prioritized. Human resource development needs to be emphasized on improving aspects such as language fluency, spirituality-oriented leadership, and a balanced personality.

It is recommended to conduct research to find out what steps each country should take to realize the vision of society 5.0. Human resource management requires research from multiple perspectives to determine what needs to be done to realize Society 5.0's vision. A comprehensive SWOT analysis, which considers the opportunities and strengths of human resources, can be an invaluable tool for addressing the challenges of the post-industrial era of Society 5.0, and this analysis can be strengthened by further investigations into the topic of resource management. For this reason, it is recommended to carry out future research.

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