Development of Education Personnel Competency Model at Airlangga University to Improve The Quality of Information Services In The Digital Society Era

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ABSTRACT

Airlangga University is one of the best universities in Indonesia, with various stakeholders and consumers from all over Indonesia and even from abroad. Of course, one of the keys to introducing the University to both local and global knowledge is the need for information services. Developments in information technology that are entering the digital society can be a way to facilitate information delivery; however, this technological development must be accompanied by the competence of information officers who have the task of conveying, informing, accommodating criticism and suggestions from stakeholders. The purpose of this study was to determine information officers' competence in improving service quality in the digital society era. This research uses descriptive qualitative by using descriptive by applying a review of several case studies and based on previous literature. The conclusion is that information officers must be able to improve their soft and hard skills in order to create services that are problem-responsive, effective, and efficient.

Keywords: Competence, Service and Digital Society

INTRODUCTION

With the increasing spread of COVID-19 in Indonesia, people are staying at home and carrying out activities using social media. Social change due to the covid 19 pandemic is finally in line with the development of communication technology through digitalization, during the pandemic it results in changes in communication and forming new activities by working and studying from home. Changes in people's behavior and lifestyles that are increasingly developing and do not know place and time have made digitalization easy for the world community to accept. The ease of internet access has proven to make it easier for people to do anything, anywhere and anytime. Now, the Indonesian people are unwittingly accelerating digital transformation to enter a digital society or digital society 5.0.

Digital Society or Digital Society is a reality of life in the 21st century, how digital communities change many sectors of life. People are born when technology is present in their lives. However, this massive technological change has made it difficult for people to be adaptive to follow trends, considering that each has varying economic and cultural conditions. The uneven development of telecommunications infrastructure in remote areas down to the village level means that there are still villages that become blackspots because they do not yet have internet network facilities.

This must be directly proportional to the improvement of public services and information in the digital era. In an era like information seeking, collecting and using information has become the main activities of everyday people. Information officer is an officer who aims to provide information services as well as make a bridge to connect the community with the company. According to Tjiptono (2016: 59) that in service so that satisfaction is fulfilled, by offering advantages that can meet the needs of its consumers. A customer service is expected to be able to solve problems and complaints raised by consumers and provide detailed information regarding solutions to consumer problems.

Information systems have an important task in carrying out business processes at Airlangga University. The information system is one of the results of ongoing technological developments and is used to support business processes at Universitas Airlangga. Information systems can help business processes that are still carried out manually in an institution so that they are more efficient, for example, such as saving time searching for information, not taking up space or places used to store data, and so on.

METHODS

This research uses descriptive qualitative by using descriptive by applying a review of several case studies and based on previous literature. Qualitative research is research that emphasizes the meaning, concept, symptoms, characteristics of a phenomenon in various ways presented in a narrative manner. The purpose of qualitative research is to find answers to phenomena and questions

accompanied by scientific procedures with a systematic discussion using a qualitative approach (Sugiyono, 2016).

According to Danial and Warsiah Literature Study is research conducted by researchers by collecting a number of books, magazines related to research problems and objectives. This technique is carried out with the aim of disclosing various theories that are relevant to the problems being faced/researched as reference material in discussing research results. The data source is obtained from secondary data by reading, quoting, and analyzing related data. Secondary data is data that is not directly given to data collectors, such as other people or documents (Sugiyono, 2016: 137). Another understanding of literature study is to look for theoretical references that are relevant to the cases or problems found. These references can be searched from books, journals, research report articles, and sites on the internet. The output of this literature study is the collection of references that are relevant to the formulation of the problem.

The results of research conducted based on previous literature and the opinions of several experts processed by researchers, the result is that competence has a very important role for information officers in improving services. This is also in line with Hutabalian's research (2015), which results that information officers play an important role in improving the quality of service to consumers. In addition, Kristiana's research (2018) states that competency standards play a role in

providing services or service officers and with good competency standards will provide excellent service in the era of the Digital Society.

RESULT
Digital Society.

Society 5.0 is a human-centered and technology-based society concept that was first developed by Japan. This concept was born as a development of the industrial revolution 4.0 which is considered to have the potential to degrade the role of humans. Through Society 5.0, artificial intelligence (artificial intelligence) will transform Big Data collected via the internet in all areas of life (the Internet of Things) into a new wisdom, which will be dedicated to increasing human capabilities to open opportunities for humanity. This transformation will help humans to live a more meaningful life.

The era of super smart society (society 5.0) itself was introduced by the Government of Japan in 2019, which was made in anticipation of the turmoil of disruption due to the industrial revolution 4.0, which caused complex and ambiguous uncertainties (VUCA). It is feared that the invasion will erode the values of human character that have been maintained so far.

The Society 5.0 concept is a refinement of the previous concepts. In Society 1.0, humans are still in the era of hunting and knowing writing. In Society 2.0 is the agricultural era where humans have started to get to know farming. Then Society 3.0 has entered the industrial era when humans have started using machines to support their daily activities, after that came the Society 4.0 that we are

experiencing today, namely humans who are familiar with computers to the internet as well as in its application in life. If Society 4.0 allows us to access and share information on the internet. Society 5.0 is an era where all technology is part of humans themselves. The internet is not just for sharing information but for living life

Society 5.0 was only inaugurated on January 21 2019 and was created as a solution to the Industrial Revolution 4.0 which was feared would degrade humanity. Mayumi Fukumaya's article, on the Japan Economic Foundation website, states that the purpose of implementing Community 5.0 is to create a society that can enjoy life. In the era of Society 5.0, new values created through technological developments can minimize gaps in humans and economic problems in the future. Sounds difficult to do in Indonesia because of the economy, which is still a problem. But it's not impossible to do.

Competence

According to Wibowo (2007: 110) states that competence is an ability to carry out or perform a job or task that is based on skills and knowledge and is supported by the work attitude demanded by the job. Thus, competence shows skills or knowledge characterized by professionalism in a particular field as something that is most important, as a superior in a particular field, with the indicators being:

a. Knowledge

Job-related knowledge includes:

1. Know and understand knowledge in their respective fields.
2. Knowing knowledge related to regulations, procedures, new techniques in government institutions.

b. Skills

Individual skills include:

1. Ability to communicate well in writing.
2. Ability to communicate clearly orally.

c. Attitude

Individual attitude, including:

1. Have the ability to communicate in creativity at work.
2. There is high morale.

Meanwhile, according to Veithzal (2003: 298) states, competence is skills, skills, abilities. The basic word itself is competent which means capable, capable, skilled. Competence refers to the attributes/characteristics of a person that make him successful in his job. According to Djaman satori (2007:22) mentions competence comes from English competency which means skill, ability and authority. So competence is a performance that leads to the achievement of goals completely towards the desired condition.

Information Officer

Mathis and Jackson (2006) revealed that HR is the design of formal systems within an organization to ensure the effective and efficient use of human talent to achieve organizational goals. In addition, Hasibuan (2003) defines the notion of HR as the integrated ability

of the individual's thinking and physical abilities. Behavior and characteristics are determined by heredity and environment, while her work performance is motivated by the desire to fulfill her satisfaction.

The unit information officer in charge of providing information related to the institution, in this case, is Airlangga University. In relation to the implementation of their duties, the personnel in the Airlangga University Secretariat unit aim to:

1. Provide professional answers to customers/stakeholders in terms of information about Universitas Airlangga
2. Maintain good communication with customers/stakeholders
3. Maintain the availability of office supplies so that the service runs well.

Information officers have standard requirements in carrying out their service activities, namely:

1. Neat appearance
2. Have a polite, friendly personality, and always want to maintain the honor and good name of the bank where the customer service works
3. Has a lot of knowledge about the agency
4. Have a soul of service and self-development
5. Have patience in handling customer/stakeholder complaints
6. Have good ethics and be polite and professional
7. Able to operate computer

Information Officer in the Age of Digital Society.

In today's digital era, many agencies have replaced service systems using machines. The use of this machine is considered more effective than using manual power. This has resulted in many agencies reducing their workforce, especially the front liners, such as Information Officers/Customer Service. This reduction in front liner workforce is due to the fact that today's society or better known as millennial society prefers that everything they do is facilitated by technological advances.

People's mindset in the digital era emphasizes that people want to work more effectively and efficiently. As for developments in today's society, they prefer everything that is sophisticated and can be used to help facilitate their work. This ultimately requires agencies to improve front liner performance standards, especially information officers. Improving the performance of information officers will have a positive impact on agency performance, because the front liner workforce acts as a representative to show how the agency's image is.

CONCLUSSION

Human resources are a very vital organizational asset, therefore their roles and functions cannot be replaced by other resources. No matter how modern the technology is used, or how much funds are prepared, without professional human resources everything becomes meaningless. The existence of human resources in an ever-changing environment cannot be denied, therefore a high degree of adaptability is required so that they are not crushed by the change itself. Human resources in the organization must always be oriented towards the vision, mission, goals and objectives of the organization where they are in it.

With the development of the digitalization era, the competence of human resources must also be able to keep up with the skills and knowledge related to information systems, technological developments,

There are several reasons why employees must always be fostered and trained so that they are always able to adapt to changes in the environment, including and perhaps the most important are:

a. Employees often do not understand correctly how to do the job.

b. Changes in the work environment and workforce. Changes here include changes in technology or the emergence of new work methods, in which companies must proactively adjust their employee skills to be able to use the technology and avoid employee obsolescence. Changes in the workforce, such as an increasingly diverse workforce that has different skill backgrounds, values and attitudes that require training to match their attitudes and behavior towards work.

c. Increase company competitiveness and improve productivity. As understood at this time, the competitiveness of companies can no longer rely solely on assets in the form of capital owned because capital is no longer a lasting competitive force, and human resources are the most important element to increase competitiveness because human resources are the main determining aspect. lasting competitiveness. employee.

d. Adjusting to existing regulations, for example work implementation standards issued by industry associations and government, to ensure production quality or occupational safety and health.

Within the company, every employee must have competency standards that aim to determine the quality of service in the eyes of consumers. Competency standards are used to determine the implementation of the service. According to Wibowo (2016: 271). According to Spencer in Moeheriono (2016: 5) says that competence is a characteristic that forms the basis of behavior on the description of motives of personal characteristics in oneself against values regarding knowledge that has superior performance in organizations. In addition, there are characteristics regarding competence, namely knowledge or knowledge, skills or skills, self-concept or values based on one's self-worth, and personal characteristics (traits) that are consistent in response and calm when there is pressure.

Information Officers are people involved in companies who are able to develop excellent service and pay attention to consumers (Alma, 2016). There are several criteria that serve as benchmarks for excellent service assessment, namely:

1. Ability
   In this case the ability consists of knowledge and skills that are useful to support work programs implemented at the company.

2. Attitude
   Ready is a behavior that is practiced when dealing with consumers

3. Appearance

With a good appearance will create a perception of trust from consumers to the company

4. Attention

In this case attention is a sense of care for consumers related to the wishes, suggestions and criticisms given to the company

5. Action

Aims to carry out various activities or activities such as serving consumers

6. Responsibility

In this case, responsibility is an attitude that takes sides with consumers as a form of concern so that it will minimize losses or dissatisfaction from consumers.

In the era of change 5.0 or what is often referred to as a digital society, service competencies must also be improved in order to achieve excellent service. Especially during a pandemic, they unknowingly changed procedures that had a disruptive perspective in service matters. Changing patterns that were previously manual and minimal in technology into an all-digital mechanism. This pattern change also has a positive effect on public services such as cost, time and energy efficiency, transparency of information, and savings in state finances.

According to Tjiptono (2020: 182) there are several strategies that can improve service quality, namely:

1. Identifying the determination in service quality, every company needs to provide the best quality service for consumers. Therefore it is necessary to identify the most important service determinants for the target. The following steps are to provide an assessment that the target market gives to the company and competitors based on these determinants. The development of information technology in improving service quality can improve

2. Identifying consumer expectations, companies have their own way of attracting consumer interest. The more promises given by the company, the greater the expectations of consumers, which in turn will increase the chances of not being able to fulfill consumer expectations by the company.

3. Provide evidence of the quality of its services. Management of evidence of service quality aims to strengthen consumer perceptions during and after services are rendered.

4. Educate consumers about the company's services. Assist consumers in understanding a very positive effort in order to convey service quality.

Service to customers is not only in terms of fulfillment and satisfaction about what services they provide, but also in terms of public satisfaction in obtaining information and submitting complaints. Communication competence is one of the abilities that must be possessed by information officers, namely the ability of each employee to communicate well. Likewise competence in the ability to use technology that develops in the digital age. Competence improvement can be done by:

1. Information officer skills are obtained through training activities carried out such as personality training and training activities. The

skills of information officers are needed to facilitate them in carrying out services.

2. Provide motivation by conducting work visits to places with information facilities that are up to date with developments in the digital era

Increase hard skills. The hard skills referred to here are all expertise related to technical and procedural matters related to the main field of a company. For example the expertise to operate certain machines; skills to operate a computer.

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