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The Development Of Ai-Based Information Technology Towards Human Resources

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Abstract: The advancement of AI technology provides opportunities for society to enhance the competitiveness of human resources, especially in the era of global industry. However, on the other hand, this technology can also impact traditional employment fields and create instability in the workforce. The research methodology used in this study is literature review or library research containing theories relevant to the research problem. The use of Artificial Intelligence (AI) presents significant opportunities to create complex solutions that were previously challenging to achieve. The modernization of human resource management through technology serves as a means for organizations to achieve their goals more effectively and efficiently. Integrating AI technology with knowledge and experience is necessary in human resource management systems. This will support a simpler, faster, and easily implementable human resource management. AI-based human resource management platforms are expected to enable multi-scale businesses to organize and develop systems more effectively.

Keywords: Human Resources, AI, Information Technology.

INTRODUCTION

The widespread use of artificial intelligence provides an opportunity to create complex solutions that were previously difficult to achieve. The modernization of human resource management through the utilization of technology serves as a means for organizations to achieve their goals more effectively and efficiently. Therefore, human resource management systems must be able to integrate AI technology with the knowledge and experience acquired. This integration will support a simpler, faster, and easily implementable human resource management. AI-based human resource management platforms are expected to enable multi-scale businesses to organize and develop systems more effectively. This system guides organizations in implementing human resource programs, including systematic employee development according to established strategies.

In AI-based systems, various functions related to human resource management are available. These features include recruitment and selection mechanisms, performance assessments, customized competency models, payroll, learning systems, and other supporting features presented in a dashboard for ease of use. Few people understand the development of AI-based HR systems. With comprehensive understanding, it is expected to be applied in practice to gain a competitive advantage.

The advancement of AI technology provides opportunities for society to enhance the competitiveness of human resources, especially in the era of global industry. However, on the other hand, this technology can also impact traditional employment fields and create instability in the workforce. Currently, about 26.7 million workers in Indonesia, or 22% of the total workforce, are in jobs that can be changed or redefined if their fields start implementing technology. Technological development is an inevitable phenomenon. Those who will be affected must be able to adapt to harness the opportunities that arise from progress. This illustrates the importance of active participation by society in the adaptation process to change, allowing society to benefit from the complex technological developments.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Human Resources

1. Definition of Human Resources

Humans are essential components of an organization that will move and engage in activities to achieve its goals. The success of an organization is determined by the quality of the people within it. Human resources (SDM) will work optimally if the organization can support their career advancement by recognizing their actual competencies. Typically, competency-based human resource development will enhance employee productivity, leading to higher work quality and ultimately customer satisfaction, benefiting both the organization and its customers. Human Resources can be defined as all individuals involved in an organization in the pursuit of its goals (Sayuti Hasibuan, 2000).

According to Nawawi (2003), the understanding of human resources is divided into two categories: macro and micro. The macro understanding of human resources is all individuals as citizens of a country or within specific geographical boundaries who have entered the working age, whether or not they have obtained employment (employment opportunities). The micro definition of human resources is, in simple terms, individuals or people who work or become members of an organization, referred to as personnel, employees, workers, labor, and others.

According to Veithzal Rivai (2004), human resources are individuals who are ready, willing, and able to contribute to the organization's goal achievement efforts. In addition, human resources are one of the input elements that, along with other elements such as capital, materials, machines, and methods/technology, are transformed into management processes and produce outputs in the form of goods or services in the effort to achieve the company's objectives.

In conclusion, human resources are individuals involved in the implementation of an organization at various levels, including leadership or top managers, middle managers, and staff or employees, including investors or shareholders. The most important resource for an organization is people who contribute work, talent, creativity, and enthusiasm. Therefore, the difficulty of human resources is a source of problems in organizations. The consequence of this is the availability of human resources with the capacity as planners and implementers of activity programs. This capacity is determined by capabilities, competencies, and work productivity. The issue of human resources continues to be a major concern and top priority for businesses to survive in the era of globalization. Human resources play a crucial role in all business activities. Although supported by abundant facilities, infrastructure, and financial

resources, without the support of reliable human resources, business activities will not be able to run successfully. This indicates that human resources are a key factor that must be considered in all needs.

2. Definition of Information Technology (IT)

Information Technology (IT) is a general term for technology that assists humans in creating, modifying, storing, communicating, and disseminating information. Information technology is a facility consisting of hardware and software to support and enhance the information process quickly and qualitatively. In another sense, information technology is a technology that functions to process data, acquire, organize, store, and transform data in various ways to obtain useful or quality information, as well as to solve problems, foster creativity, and improve effectiveness and efficiency in various activities. Therefore, it can be understood how important information technology is for the sustainability of human life and existence (Iwan Perwira & Hernita, 2021).

3. Artificial Intelligence (AI)

In kbbi.kemdikbud.go.id, artificial intelligence is defined as "computer programs that mimic human intelligence, such as making decisions, providing reasoning foundations, and other human characteristics." According to H.A. Simon (1987), artificial intelligence is a research, application, and instruction area related to computer programming to perform something that - from a human perspective - is intelligent. AI is a step towards creating computers, robots, or applications or programs that work intelligently, much like humans (McCarthy, 2007). Artificial Intelligence (AI) is the simulation of human intelligence modeled within a machine and programmed to think like a human (Nasution, 2019).

Since officially introduced by Marvin Minsky in 1956, the concept of artificial intelligence (AI) has become increasingly popular today. Minsky, a scientist at the world's leading technology university, the Massachusetts Institute of Technology (MIT), first introduced the concept of AI. The popularity of AI peaked in 1997 when the product of a major computer company named IBM Deep Blue defeated the world chess champion held by Russian grandmaster Garry Kasparov. Additionally, the phenomenon of AI continues to grow stronger and is considered an effective tool for updating human resource management (HRM) systems. This system takes the form of a platform to help companies develop management mechanisms that align with more modern business best practices.

METHODS

Research Methodology

The type of research used in this study is qualitative research. Qualitative research is a research method based on philosophy, used to investigate scientific conditions (experiments) where the researcher acts as the instrument, and the qualitative data collection techniques emphasize meaning (Sugiyono, 2017). According to Denzin & Lincoln (1994) in (Anggito & Setiawan 2018: 7), qualitative research is research that uses a naturalistic background with the aim of interpreting occurring phenomena and is conducted by involving various existing methods. This method involves more descriptive and narrative data collection and analysis.

In the context of providing recommendations to the government, the research methodology used in this study is literature review or library research that contains relevant theories related to the research problem. This approach allows understanding previous views and experiences related to the proposed issue.

This method is carried out through a literature study on the Development of Information Technology based on Artificial Intelligence towards Human Resources. At this stage, a search for journals, articles, or books is conducted to gain a better understanding of this

technology. This can provide a strong foundation for providing better recommendations based on the existing policy context.

Literature review, according to Sugiyono (2017), is related to theoretical studies and other references related to values, cultures, and norms that develop in the social situation under investigation. Literature review is a data collection technique by reviewing books, notes, literature, and reports related to the researched problem (Nadzir, 1988). According to Rosyidhana (2014: 3) in (Rusmawan 2019:104), literature review is a method of data collection by searching and reading existing written sources such as books or literature that explain theoretical foundations. Similar to collecting data and information by exploring knowledge or science from sources such as books, writings, and other sources related to the research object (Dewi in Rusmawan, 2019:104). The data and information obtained from the literature review are then processed using descriptive analysis methods.

RESULT AND DISCUSSION

Entering the era of Industry 4.0, Artificial Intelligence (AI) technology is rapidly advancing in Indonesia. While AI brings many benefits across various sectors, its impact on Human Resources (HR) in Indonesia remains a topic of debate. The emergence of Industry 5.0 begins when Industry 4.0 has reached its peak, and experts believe that the 4.0 era can be further perfected. Introduced in 2011, Industry 4.0 aims to modernize business processes, especially in manufacturing. This era also introduces many technologies, such as AI and the Internet of Things (IoT), which are still being adopted by many industries to facilitate their work.

In 2017, Japan became the first country to propose the vision of Industry 5.0, naming it Society 5.0 at the CeBIT exhibition in Germany. While Industry 4.0 suggested that AI would replace humans, Industry 5.0 does not hold the same perspective. As part of the 4.0 era, technologies like AI and robots are designed to work alongside humans. Industry 5.0 promotes efficiency and productivity through technology supported by human intelligence.

For example, many people use AI technology like ChatGPT to navigate and accomplish various tasks. However, ChatGPT cannot operate at its best without human intelligence to issue precise commands. Another example is the use of Human Resource Information System (HRIS) software with cloud technology. With human assistance, this technology can streamline HR tasks and even include features oriented toward employee well-being.

Beyond economic efficiency and productivity, Industry 5.0 specifically reflects a shift in focus from economic value to a focus on social value and well-being, especially for the workers involved. Industry 4.0 not only transforms how we work and interact but also promises significant opportunities to enhance efficiency, productivity, and innovation across various sectors. The increasing use of AI provides opportunities to create complex solutions that were previously challenging to achieve.

AI, or Artificial Intelligence, is the simulation of human intelligence modeled inside machines and programmed to think like humans (Nasution, 2019). According to IDC, 75% of enterprise applications will use AI by 2021. In the banking sector, leading banks in the country have already begun using digital technology at a rate of 50%. According to the International Data Corporation (IDC), at least 40% of business customers will be served digitally by 2025 (Sudaryanto, 2023). The growing interest in AI is not without reason. The use of AI brings many benefits, such as reducing operational costs, improving services, faster and more effective data and information management, and easier access to information.

However, behind this tremendous potential, AI in the era of Industry 4.0 also presents some challenges that cannot be ignored. These challenges include concerns about privacy and data security, including the risk of personal information leaks, the impact on job opportunities for human resources due to automation, and the transformation and use of

robots that can replace human labor. Human resources must acquire new skills and knowledge to interact and manage AI systems. To overcome these challenges and ensure that human resources are not further displaced, every field must mobilize existing human resources to train and develop skills related to AI. This may include technical training to interact with AI systems, developing an understanding of AI ethics, and enhancing analytical skills to manage and analyze AI data.

AI should be seen as a tool to enhance processes and strengthen decision-making. Additionally, governments should develop policies and regulations governing the use and management of AI in the public sector. This includes clear ethical principles, personal data protection, and effective control mechanisms. These policies must align with the development of AI technology and adapt to emerging changes and challenges. As we enter the Society 5.0 era, digital technology, competition, and business development have transformed and evolved toward information technology mastery. Of course, digital transformation requires a competent workforce with up-to-date digital skills because in a few years, various jobs may disappear and be replaced by technology and machines. Therefore, the government must prioritize the quality of human resources by implementing various programs. Ideally, the Indonesian industry should also prepare high-quality and reliable resources to face this significant leap forward.

Furthermore, the Indonesian nation itself must have the initiative to continue developing, learn to have a progressive and open-minded mindset to avoid becoming outdated and sinking in the currents of change. The implementation of various key functions in HR management can now be eased with AI. In recruitment, for example, nearly all institutions, both private and public, face the challenge of an overwhelming number of applications. Among thousands of job applications, after selection, not more than 10% are relevant or meet the needs. Administrative selection of incoming job documents or resumes is indeed not easy. Apart from consuming time, this administrative selection also requires a significant budget and competent personnel. With the existence of AI technology, these problems can be addressed. AI simplifies the complexity of recruitment through software in the form of applications supported by search algorithms. The software and search algorithms are AI content that functions to create shortlists quickly and accurately. The results obtained include a list of applicants who meet the criteria and requirements for filling vacant positions. Based on this shortlist, it can be easily determined which applicants have passed the administrative selection.

More than just a recruitment process to attract talent, AI technology also benefits the entire spectrum of HR management functions. HR management functions, which were initially guidance or encouragement, placement, performance evaluation, training or retention programs, and other functions such as talent management, become more effective. The increased efficiency of AI-based HR functions eliminates tasks or workflows that are routine and tend to be administrative. With a reduction in often unnoticed administrative work, a shift has occurred in human resource management, with a greater focus on efforts to develop creativity and innovation in the context of modern dynamics.

According to Populix's publication, it is mentioned that almost 45% of entrepreneurs in Indonesia use AI applications to complete tasks.

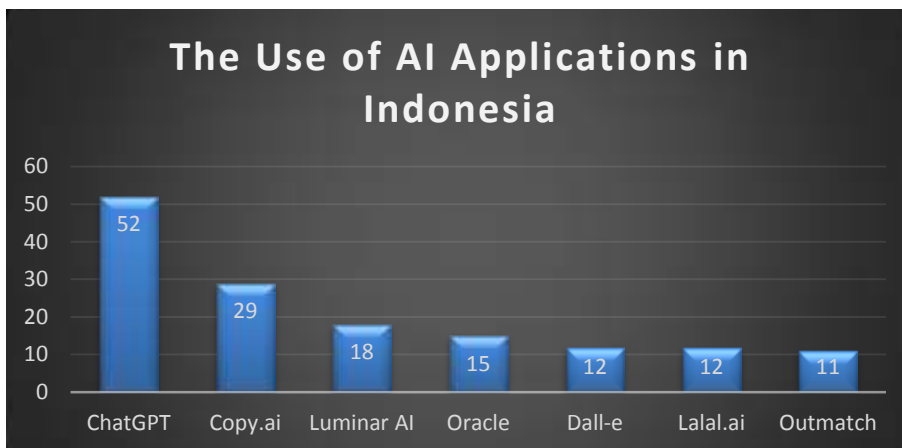


Figure 1. The Use of AI Applications in Indonesia

Source : Databoks

A survey conducted with 530 respondents placed ChatGPT at the top with a 52% prevalence. ChatGPT, or Generative Pre-Training Transformer, is a language processing platform developed by OpenAI. ChatGPT can be utilized for text generation, language translation, and answering various questions. In Indonesia, the lineup of the most popular AIs includes ChatGPT (52%), Copy.ai (29%), Luminar AI (18%), Oracle (15%), Dall-e (12%), Lalal.ai (12%), and Outmatch (11%). Populix conducted the survey online in April 2023, involving 530 respondents comprising workers and entrepreneurs in Indonesia out of a total of 1,014 participants. The proportion of male and female respondents was balanced, each accounting for 50%.

The majority of respondents were from Java Island (76%), followed by Sumatra Island (14%), and other islands (10%). Respondents ranged in age from 17 to 55 years, with the 17-25 age group dominating (51%), followed by the 26-35 age group (33%).

The Modernization Of Human Resources

Based on technological advancements, the modernization of human resources is deemed a necessity. Aleksandras Bortnikas (2017) outlines the process and definition of modern human resources management. According to Bortnikas, human resources management is a process whose core activities include human resource planning, recruitment, selection, socialization or introducing organizational values, training and development, performance appraisal, promotion, mutation, demotion, and termination in line with modern trends. The modernization of human resources management is a strategic step that utilizes the latest technology in accordance with needs. Technology plays a crucial role in managing complex and evolving human resources. For instance, with information technology (IT), organizations can integrate various information, including new knowledge, findings or inventions, and practical experiences. The combination of these elements using IT is directed towards developing processes and product outcomes to meet societal needs. For the government sector, this means developing the best public services to enhance the welfare and satisfaction of the public. For companies, it involves creating innovative products to satisfy customers who seek more innovative goods and services. Government efforts to improve welfare, satisfy public needs, and the creativity of companies in producing more innovative products and services become more effective with the use of AI. The combination of using IT and AI is believed to support organizations in achieving sustainable competitive advantages.

The modernization of human resources management is an effective tool in enhancing competitiveness. The fundamental assumption is that with AI, the ability to utilize big data can identify the longitudinal tracking of HR performance. With consecutive HR performance data, organizations can recognize internal strengths. AI-based HR system platforms are developed to identify employees comprehensively, both externally and internally. By tracking digital footprints, the activities of employees, such as internet searching history and email activities, can be known. If absurd or suspicious digital traces are found, the AI program can promptly report to management for anticipatory actions. In AI technology, a specific machine called a "moodometer" is also developed. This machine is designed to track the psychological situations and sentiments of employees. By using the data it generates, it can identify who is satisfied or dissatisfied with organizational policies or work situations. To some extent, the concept of justice can be realized through the development of participatory or representative policies to support employee retention strategies. The modernization of AI-based human resources management can ultimately be understood as a modernization strategy with significant practical value. Various AI-based HR development programs can be used to enhance the knowledge, skills, and abilities of employees independently. Amid the ongoing pandemic, employees need a learning and development model with independent space for both work and learning. Thanks to AI and its derivatives, training platforms can be developed into digital learning programs that allow every employee to access online learning modules without limitations of space, time, or instructor presence. It is time for organizations in need to transition to AI as an effective tool and a useful component in modernizing HR management systems.

Opportunities

There are significant opportunities to develop AI solutions tailored to the needs and characteristics of the Indonesian workforce market.

1. The use of AI in human resources management can enhance the employee experience by providing more personalized and targeted services.
2. AI can assist in managing an increasingly diverse workforce, enabling organizations to better align their human resource strategies.
3. In the business sector, the use of AI technology can improve efficiency and productivity by handling tasks that were previously manually performed by humans. This allows companies to allocate resources to other activities that require more complex human skills and abilities.
4. Another opportunity lies in the use of AI technology to expedite decision-making through more accurate data analysis.

Challenges

The main challenges faced by human resources (SDM) in Indonesia involve adapting to the rapidly advancing field of AI technology.

1. Traditional skills such as technical and administrative knowledge may no longer be sufficient to compete with AI technology. Therefore, upskilling and reskilling are necessary to enhance the skills of human resources in addressing AI technological advancements.
2. The use of AI-based Information Technology can increase risks related to data security and privacy, requiring strong preventive measures.
3. Changes in regulations regarding data privacy and AI ethics can impact the way this technology is utilized in the field of human resources.
4. Employees or team members may encounter resistance to the adoption of AI technology, necessitating appropriate communication and training approaches.
5. Not all regions in Indonesia have equal access to the technology and infrastructure needed to support AI implementation. This may limit the application of AI in certain areas.
6. There is a skills gap related to the use of AI technology among human resources. Training and skill development may be required.

7. Implementing AI-based Information Technology may face initial challenges, such as integration with existing systems and ensuring proper adoption by employees.

Impact

The impact of AI technology on human resources (SDM) in Indonesia can be both positive and negative. On one hand, AI technology can enhance efficiency and productivity, while on the other hand, it may replace some jobs that were traditionally performed by humans. This could lead to workforce reductions in certain sectors. However, AI technology also opens new opportunities for jobs in the technology sector, such as data analysts, data scientists, and machine learning engineers.

The use of AI-based Information Technology in human resources management can improve process efficiency, reduce routine tasks, and allow a focus on more strategic responsibilities. AI can provide more accurate and in-depth data analysis, assisting organizations in making fact-based decisions for human resources management. AI technology can be utilized to provide more personalized and effective training and development for employees, helping them enhance their skills and competencies.

In the era of the Fourth Industrial Revolution, the development of AI technology brings significant impacts on human resources in Indonesia. Adaptation to the advancements in AI technology and upskilling are necessary to face the emerging challenges. Although AI technology may replace some human jobs, it also creates new opportunities in the technology sector. Therefore, companies and human resources in Indonesia need to prepare by developing new skills to compete in the rapidly advancing digital era.

CONCLUSIONS

The use of Artificial Intelligence (AI) presents significant opportunities to create complex solutions that were previously difficult to achieve. Modernizing human resource management through technology serves as a means for organizations to achieve their goals more effectively and efficiently. The integration of AI technology with acquired knowledge and experience is essential in human resource management systems. This will support a simpler, faster, and easily applicable human resource management, enhancing its capabilities.

AI-based human resource management platforms are expected to enable multi-scale businesses to organize and develop systems more effectively. Acknowledging the limitations of research studies is crucial as it can impact the validity and reliability of the research. These limitations also assist readers or future researchers in understanding the context in which the study was conducted. In the era of the Fourth Industrial Revolution, adaptation to the development of AI technology is key to competing in the increasingly advanced digital age. Government and organizational efforts to develop new skills and knowledge related to AI are essential to capitalize on the opportunities offered by advancing technology.

AI has the potential to enhance human jobs by automating mechanical tasks and improving efficiency. However, it is important to note that the implementation of AI can also pose certain challenges and risks. Therefore, it is crucial to manage and implement AI wisely and responsibly. The hope is that AI can innovate at every level, enhance intelligence to improve well-being, and automatically elevate the dignity of our nation.

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