Analysis of Human Resources Career Opportunities in Digital Companies

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ABSTRACT

Human resources (HR) play a central role in helping organizations achieve their goals, particularly in digital companies facing rapid technological and business changes. Alongside advanced infrastructure and technology, companies must establish adaptive policies, including HR empowerment, to ensure workforce potential is utilized effectively and efficiently. This study aims to analyze HR career opportunities in digital companies by examining (1) HR development practices and (2) the transformation of HR career opportunities in the digital era. The study employs a narrative research approach supported by secondary data from books, scholarly journals, and relevant publications. The findings show a clear shift in HR career opportunities from administrative functions toward strategic partner roles in business innovation. HR responsibilities increasingly move beyond payroll and routine administration toward strategic talent management, organizational culture transformation, HR technology integration, and continuous skill development. These results highlight that HR careers in digital companies require stronger strategic, analytical, and technological competencies to align workforce capabilities with organizational competitiveness.

INTRODUCTION

The goal of every economic development initiative undertaken by the government in a region is to increase regional economic growth, thereby achieving economic progress and prosperity. Economic development also encompasses a series of initiatives to realize progress and change for the better through deliberate actions that utilize human resources to achieve equitable social welfare (Mariani et al., 2023). Properly utilizing high-quality human

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resources will impact productivity and drive higher economic growth. Human resource development significantly impacts economic growth. Economic growth is difficult to achieve without human resource development (Pandiangan et al., 2025).

Human resources are a crucial component in achieving organizational goals, whether large or small. A company must possess modern, high-tech equipment. An organization must also be able to formulate appropriate policies to address any potential changes. One area of policy development that management focuses on is human resource empowerment. Potential human resources, when utilized effectively and efficiently, will be beneficial to support the company's progress. Human resource management in a company or government agency involves leadership, which is the starting point for determining the direction an organization will take (Marwansyah, 2016).

The task of human resource management is to manage the workforce as effectively as possible to achieve a satisfied and fulfilling workforce. Effective human resource management can help organizations maximize employee potential, retain qualified employees, increase productivity, and create a positive and high-performance work environment. By understanding employee and organizational needs, human resource management can make a significant contribution to the long-term growth and success of an organization (Simamora, 2006).

Career opportunities are the opportunity or potential to advance, develop, and achieve one's future career goals, whether through new jobs, promotions, internships, training, or skills development that pave the way for better roles, increased income, and professional satisfaction within an industry or various sectors. This encompasses available pathways, such as becoming a lawyer or data analyst, shaped by an individual's educational background, experience, market trends, and adaptability. Career opportunities and goals are directional guides for building a successful and fulfilling career. These include setting short-term (1-3 years) goals, such as internships or certifications, and long-term (5-10+ years) goals, such as becoming a manager or expert. These goals are achieved through planning, self-development (training, networking), focus, and consistency to transform potential into meaningful and measurable professional development, often using specific, measurable, achievable, realistic, and timely (SMART) methods.

Human resources in digital companies focus on talent with digital skills such as imitation, data analytics, and cloud computing, as well as soft skills such as adaptability and critical thinking. They leverage technology to automate human resources processes, and prioritize continuous talent development

through digital training to create an innovative and responsive work culture. Human resources play a strategic role in driving transformation and employee well-being.

The purpose of this study is to analyze human resources career opportunities in digital companies, both in terms of human resource development in digital companies and the transformation of human resources career opportunities in digital companies.

RESEARCH METHODE

This study uses a narrative research approach. Narrative research approach is a qualitative approach that studies individuals' life experiences through the stories they tell, focusing on exploring the deeper meaning of significant life events to gain a more comprehensive understanding of social, cultural, or personal phenomena. Researchers collect stories through in-depth interviews, observations, or personal documents, then conduct a restorying process to reconstruct the stories chronologically and thematically, often collaborating with participants to produce meaningful reports (Kurdhi et al., 2023).

To support the analysis of this narrative research approach, secondary data such as books, journals, and other related sources are needed. Secondary data aims to provide context, save time and money, and answer existing research questions or even uncover new ones by leveraging information already collected by other parties, such as government reports, journals, or internal company data (Kurdhi et al., 2023). This data plays a crucial role as support, comparison, and a basis for validating research results.

RESULT AND DISCUSSION
Human Resource Development in Digital Companies

Human resource development in digital companies focuses on the adoption of technology, continuous learning, and digital skills such as data analytics and imitation intelligence to improve efficiency, productivity, and employee experience. Shifting from manual methods to cloud-based systems, e-learning, and data analytics for recruitment, training, and performance management is more personalized and adaptive to rapid market changes. Characteristics of human resource development in digital companies (Marwansyah, 2016):

1. Digital Human Resources

   Transformation of human resource functions from paper-based to technology-based systems such as cloud-based and automated systems for administrative efficiency and improved decision-making.

2. New Skills

   Human resources need to possess digital literacy, data analysis skills, and artificial intelligence.

3. Culture of Continuous Learning

   Encourage employees to continuously update their skills by upskilling or reskilling as technology evolves, through e-learning, webinars, or other digital platforms, which also increases motivation and retention.

4. Flexibility and Well-Being

   Technology enables flexible work, such as remote or hybrid work, and more personalized, data-driven well-being programs, improving employee satisfaction and work-life balance.

The Transformation of Human Resources Career Opportunities in Digital Companies

A transformation in human resources career opportunities in digital companies from an administrative function to a strategic partner in business innovation. Administrative functions are a series of core management activities that encompass planning, organizing, directing, and controlling to achieve organizational goals efficiently through resource utilization. This function ensures that all activities are carried out according to plan, optimizes resources, and provides data for decision-making (Tambunan and Pandiangan, 2024). Strategic partners in business innovation are organizations or entities such as companies, suppliers, distributors, and customers that collaborate formally and long-term with other companies to share resources, expertise, risks, and networks to achieve common goals, drive innovation, accelerate product or service development, expand markets, and enhance competitive advantages that cannot be achieved alone, often through collaboration in joint solution development or ecosystem integration (Gultom et al., 2024). The role of human resources extends beyond traditional tasks such as payroll and administration to focus on strategic initiatives, including:

1. Strategic Talent Management

   Strategic talent management is an integrated approach to systematically attracting, developing, retaining, and deploying talented employees to align with an organization's long-term business objectives, ensuring the right people are in the right positions to achieve competitive advantage (Hamzah et al., 2025). It covers the entire employee lifecycle, from

recruitment, training, performance management, to succession planning, with the aim of improving employee performance and loyalty while supporting company goals. The goal of strategic talent management is to align the best human resources with business goals to ensure the organization has the right talent in the right positions, in order to improve performance, innovation, and profitability by systematically attracting, developing, motivating, and retaining superior employees, as well as creating a work environment that supports their professional growth so they can make maximum long-term contributions (Sutrisno, 2014).

2. Organizational Culture Change

Organizational culture change is the process of altering fundamental values, beliefs, attitudes, and behaviors within a company to improve performance and alignment with business goals. This is often driven by external challenges such as technology and the market, or internal challenges such as inefficiency and conflict. This requires leadership support, communication, and appreciation for new behaviors to create a more adaptive, innovative, and productive work environment (Arifin, 2019). The purpose of organizational culture change is to align employee values, beliefs, and behaviors with the company's strategic goals, improve adaptability, performance, innovation, and team cohesion so that the organization remains viable and competitive amidst external changes such as technology and competition, with a primary focus on transforming the way all members of the organization think and act (Tambunan et al., 2025).

3. Human Resources Technology Integration

Human resource technology integration is the unification of various technological tools and systems such as human resource information systems, artificial intelligence, and data analytics to automate, simplify, and improve all human resource functions, from recruitment and payroll to performance management and employee development, into a single, efficient workflow, providing strategic insights and enhancing the overall employee experience (Pandiangan et al., 2024). The goal is to create a more strategic, efficient, and data-driven human resources function to support organizational goals (Hasibuan, 2013).

4. Skills Development

Skills development is a continuous process of acquiring, improving, and refining one's abilities and knowledge, both hard or technical and soft or social skills, to perform better, be more adaptive to change, and achieve success in personal, professional, or academic life, through various

strategies such as training, practice, and lifelong learning (Larasati, 2018). This is crucial for staying relevant in a dynamic workplace. Skills development aims to improve the competency of individuals or the workforce to be more efficient, adaptive, and productive, both to meet the needs of current roles or upskilling and transition to new roles reskilling or retraining, with the end result being improved performance, innovation, competitiveness, and long-term career success, through continuous and strategic learning.

CONCLUSION

The research findings indicate a transformation in human resources career opportunities in digital companies from an administrative function to a strategic partner in business innovation. The role of human resources extends beyond traditional tasks such as payroll and administration to focus on strategic initiatives, including strategic talent management, organizational culture change, human resources technology integration, and skills development.

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