



Human Resources Management in Social-Cultural Life

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ABSTRACT

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This paper aims to determine the relationship between human resource management and socio-cultural life and the role of human resource management in social development. The research method used is qualitative-descriptive in the form of library research, which focuses on the study of scientific literature, both books and journal articles. The study concludes that the relationship between human resource management and socio-cultural life has a very close bond, social life will be largely determined by the quality of its human resources, while human resource management is a system to improve the quality of human resources. In a socio-cultural perspective, quality human resources are productive, innovative, integrative, and hold tightly to social values and norms. So, in the process of developing human resources, humans are no longer considered as production assets or organizational slaves, but more than that, humans are considered as determinants of the quality of social life.

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1. Introduction

Human resources (HR) is the largest asset owned by the nation, although natural resources are no less important in building a developing nation, but without quality human resources then the natural resources (SDA) will be less maximal in their utilization can even be neglected, eventually the phenomenon of excessive exploitation and the use of unwise natural resources can no longer be avoided.

Given the importance of quality human resources, experts formulated a system in order to improve the quality of human resources, which we now know as "Human Resource Management (HRM)", this term became popular in 1970 and was widely accepted in 1989. when the American Society for Personal Administration (ASPA) changed its name to the Society for Human Resource Management (SHRM). Then, the human resources approach became increasingly popular when behavioral science research showed that managing people by considering them as a resource is better for both the organization and employees than viewing employees only as a factor of production (Sumual, 2017)

The discourse on HRM has been widely debated and written in various literatures, regarding its theory, practice, scope and limitations. Likewise, in the past, there has been much controversy regarding the responsibilities and duties of the Human Resources Management Department in the organization. The earliest role of the Personnel Manager in the 1970's was not to manage employee and welfare issues, these were of little importance to Management, instead they played the role of tough negotiators and were always prepared to be tough on the unions. This, however, has created a barrier between management and their employees. Employees are forced to look to unions for their well-being in terms of financial and work issues. Evidently, employees have no other choice but to follow their union leadership and conflict with management, which results in low productivity and thus makes organizational goals unattainable (Osibanjo & Adeniji, 2012)

Guest (1989) proposes four main policy objectives that distinguish the new concept of Human Resource Management from 'personnel' management; First, Encouraging employee commitment to improve their performance and also be loyal to the organization as a whole; Second, the emphasis on the quality of the employees involved in the organization is helpful in producing quality goods and services, which are of great benefit to both the customer and the organization; Third, Ensuring flexibility plays an important role in the



way employees are managed, this makes them adaptive and receptive to any form of change in all aspects of their work such as working hours; work methods and; Fourth, Integrate organizational goals into strategic planning to make these policies across organizational ranks and files and ensure that they are happily accepted and implemented on a daily routine by line

So far, the discussion of Human Resource Management (HRM) is mostly found in the world of organizations or companies, as a system to improve production quality, achieve organizational goals, and other goals. Venelin Terziev and Marin Georgiev wrote an interesting article entitled "Importance of Human Resources to Social Development". It is for social development. Venelin and Marin's considerations are the problems of contemporary globalized society in social and economic development, which require society to always be able to survive and be adaptive to existing changes, then Venelin and Marin propose the application of a "collective qualifications model, which focuses on the management of social systems created by the environment. and the need to be able to get out of the existing problems managers (Terziev & Georgiev, 2017)

In this paper, the author wants to examine the existence of human resource management (HRM) in a socio-cultural context and the relationship between the two. Either directly or indirectly, between human resources and socio-cultural have a very close relationship, on the one hand humans become subjects for social change, but on the other hand humans can also become objects of the social itself, so that both will influence each other both either progressive or regressive.

2. Research Methods

This research is a qualitative research that is descriptive in nature and tends to use analysis. The process and meaning are emphasized in this research, while the theoretical basis is used as a guide so that the research focus is in accordance with the facts on the ground. This research is a qualitative research that uses library research to study reading sources which provide information about the problem being studied. The stages carried out in a literature study research include methods of collecting library data relating to the topic under study, reading and recording findings relating to the topic under study, and managing research materials, namely analyzing the findings in reading sources regarding the topic being studied.

3. Research Results and Discussion

3.1 Human Resources (HR) in Socio-Cultural Perspective

At first, human resources were a translation of human resources, some experts also equated human resources and manpower (labor), and some people equated human resources and personal resources (personnel, staffing, etc.). Werther and Davis (1996), suggest that human resources are "Employees who are ready, capable, and alert in achieving organizational goals". Werther and Davis view that the point of human resources is about their contribution to an organization so that in turn it will determine the quality and capabilities of their lives (Sutrisno, 2017)

At first glance, if you look at the perspective of Werthedar and Davis on human resources, it seems as if you see humans as slaves to the organization. This reality is real, when human resources are seen from the perspective of businesses, companies, and organizations, they will be defined as assets that function as a support to achieve the goals that have been planned, so it is not surprising that human resources, on the one hand, are considered as a slave to the organization or a means of production to generate profits for the company.

In a socio-cultural perspective, humans are seen not only based on physical/material things, but humans will also be judged based on non-physical things, related to the fulfillment of socio-psychological needs, about dignity, values and social norms that apply, so that it is a barometer. Quality human resources are actually more complex than other perspectives in viewing human resources (Abdullah, 2017). The perspective on human resources determines the perspective on humans themselves. Human or human resources in a socio-cultural perspective are resources capable of creating norms or noble values in social life, so that there is almost no profit or profit orientation in this case (Hartanto, in Peter, 2007)

Philosophically, values are very closely related to ethical issues, so ethics is also often discussed with the term philosophy of value, namely moral values that become benchmarks for human behavior in various aspects of life. The source of ethics and morals is the result of contemplation of thoughts, customs, traditions,



ideology, and religion. These sources produce values to be used as guidelines and measuring tools for humans about good-bad, fair-unnatural and others, although the values generated from these sources are not always the same, but essentially the same (Masram & Mu'ah, 2017)

Value is something that is practical and effective in human souls and actions that is built objectively in society and becomes a legitimate reality as a true ideal. Young understood values as abstract and often unconscious assumptions about things that were true and important. Meanwhile, Green understands value as awareness that is relatively ongoing with emotion towards objects, ideas, and individuals. Woods views values as general, long-standing guidelines that direct human behavior and satisfaction in everyday life. Thus, values can be understood in other meanings as abstract conceptions in humans or society relating to things that are considered good and right or vice versa (Tariqularif, 2017)

Humans are creatures who have material and moral needs, so these two needs must be fulfilled if humans want to feel perfection in their lives. In a socio-cultural perspective, human resources are not only seen as assets to produce materials or means of production, but human resources are also seen as assets for the formation of values and norms in socio-cultural life and in turn these social values and norms become benchmarks and regulates humans in their social life. Quality human resources in a socio-cultural perspective are not only resources capable of being productive, innovative, creative and so on, but also resources capable of producing and upholding social values and norms.

3.2 Human Resource Management: Scope and Purpose

Human resource management (HRM) is a system that is structured to direct and improve the quality of human resources so that they are able to achieve the planned goals of individuals, organizations, communities, national and international in an efficient and effective manner. Practically, human resource management is a process and an effort to recruit, develop, motivate, and evaluate all human resources in accordance with the demands of companies, organizations, and countries. Human resource management can also be defined as planning, organizing, mobilizing and supervising the procurement, development, compensation, integration, maintenance and termination of employment with a view to achieving the goals of the organization or company in an integrated manner (Umar, in Masram & Mu'ah, 2017)

Faustino (2003) defines human resource management (HRM) as the design of formal systems within an organization to ensure the effective and efficient use of human talent to achieve organizational goals. In other words, human resource management is a formal system in an organization or company that leads to the right man right place (the right person in the right place).

Human resource management occupies a central role in the process of achieving the company or organization towards the goals that have been designed and determined. Without good management, these goals will be difficult or even impossible to achieve. Peter F Drucker mentions three reasons why human resource management is so important in an organization or company. First, management is needed in order to achieve the goals that were previously set. With good management, the achievement of goals is also expected to run well, obtained effectively and efficiently. Second, to maintain a balance between conflicting goals. Management is needed to maintain a balance between conflicting goals, objectives and activities of interested parties in the organization, such as chairman and members, owners and employees, government and society, and so on. Third, to achieve efficiency and effectiveness. Efficiency is the ability to get a job done correctly. The results (output) must be maximized with minimal costs (input). Effectiveness is the ability to choose the right goals or the right tools to achieve the goals that have been set. That is, an effective manager can choose the work to be done or the right method (way) to achieve goals. Management expert Peter Drucker calls efficiency "doing things right" (doing the job right), and effectiveness is "doing the right things" (doing the right thing). (Drucker, 2014)

If we look at Drucker's three reasons for the importance of human resource management, then we can see that there are three focus issues that require good managerial; The first is the preparation and setting of clear and directed goals. Second, that each sector or element has various objectives, so they must be synergized. Third, efficiency and effectiveness are a necessity to facilitate the achievement of the goals that have been prepared and determined previously. This pattern of directed and systematic performance is then referred to as the management system.

In the context of socio-cultural life, a directed pattern of life is really needed for the community, where people must be able to first determine the goals to be achieved, then integrate them with other goals, and train and improve their quality so that they are able to live their lives efficiently and effectively. Of course it is too broad if the management system has to be applied to social life in general, but through government policies,

the public can be trained and educated that a directed and systematic life and supported by abilities and skills will make their quality of life better, which will improve the quality of life. Of course this is one of the steps for the development of a quality nation and state.

The role of human resource management in an organization or company has a fairly broad scope, which includes all activities related to human resources. Russel & Bernadin mention that "...all decisions which affect the workforce concern the organization's human resource management function." These activities generally include (1) Organizational Design, (2) Staffing, (3) Reward System, benefits, and compliance, (4) Performance Management, (5) Employee and Organizational Development, (6) Communication and Public Relations.

There are three main aspects of human resource management according to its scope, namely; personal-individual aspects, welfare aspects, and organizational-industrial aspects. These three aspects then lead to the objectives of human resource management, namely; organizational goals, functional goals, social goals, individual goals. Organizational goals are aimed at recognizing the existence of human resource management in contributing to the achievement of organizational effectiveness. Then further functional objectives, this aims to maintain the department's contribution at a level that is in accordance with the needs of the organization. Social goals, ethically and socially, these goals are aimed at responding to various community needs and problems through actions to minimize negative impacts on the organization. The failure of the organization to use its resources for the benefit of society will give birth to serious obstacles and problems. And lastly, personal goals, which are intended to assist members in achieving their respective goals personally to make these members more loyal and have high integrity to the organization.

3.3 The Role of Human Resource Management in Socio-Cultural Life

In the context of an organization or company, human resource management has a strategic position to play an important role in helping an organization to achieve its goal of becoming an organization that cares about social and environmental concerns. A responsible company is one that reduces its negative impact and increases its positive impact on society and the environment. Furthermore, professional human resources (HR) in an organization are those who are responsible for corporate social responsibility. Instilling social and environmental care values in the company is an important thing to create an organization or company that is professional and socially and environmentally responsible.

As for the context of socio-cultural life, the role of human resource management plays an important role as a regulator of culture-producing machines and formulators of social values and norms. Good culture is born from good human resources, on the other hand, bad human resources will give birth to bad culture as well. And in turn, the culture will shape human resources, both progressive and regressive.

Human resource management is a process of handling various problems in the scope of employees, employees, laborers, managers and other workers to be able to support the activities of the organization or company in order to achieve predetermined goals. Faustino defines human resource management as the design of formal systems in an organization to ensure the effective and efficient use of human talent to achieve organizational goals. The object of the system is humans, where humans even though in this context are used as "production tools and organizational slaves" but humans are not machines and are not merely business resources. So in studying human resource management, scientific tools such as psychology and sociology are needed which are concerned with studying humans

Haris and Ogbana (2001) state that human resources management as programs, policies, and practices for managing an organization's work force. Another case with Sedarmayanti (2009) who looks at the dimensions of its implementation, Sedarmayanti asserts that human resource management is the policy and practice of determining human aspects or human resources in management positions, including recruiting, screening, training, rewarding and appraising. In line with H Simamora (2006), human resource management is related to the development, use and protection of human resources. The task of human resource management is to manage the human elements with all their potential so that human resources can be obtained that can achieve organizational goals. The same thing was stated by Michael Armstrong (1987), he defined human resource management as a strategic approach to skills, development motivation and organizational management of human resources. From these several definitions, human resource management has at least three essences, namely directing human resources towards productivity, integrity, and quality, through a directed and planned system.

Humans are a key factor in building social progress. In the managerial order, human resource management is the foundation that regulates the interaction between subjects and objects in a particular social



environment as an element of social management for a change in that environment. This will be largely determined by its activities, managerial social rationalization, and social policy. For example, social policy with a set of principles, legal norms, institutions and activities aimed at creating conditions that guarantee the quality of life of citizens in a country, is an expression of social relations between the state and its citizens. Social policy determines social safety, health, economy and security. This is what is then often translated and defined as a philosophy, ideology, or program to have a positive impact on the demographic situation, employment, number of people, level, way and quality of life, population, income level and consumption structure of material and cultural wealth, security social services, social services to the population, security and other assistance. Normatively, the role of human resource management in socio-cultural life is as a system that functions to improve the quality of human resources for social development.

Social development is not just giving money, goods, services or recovery for people with social problems, broader than that, social development is an effort to improve and improve the quality of human life. Socio-cultural development has principles that are not easily accepted by the logic of material growth, namely the existence of social and humanities variables such as harmony, independence, solidarity, democracy, welfare, and even happiness. All of these variables must be included in the calculation of the input-output development that emphasizes the quantitative dimension. Planning logic that strongly adheres to the principle of efficiency must be able to accept socio-cultural logic that tends to be oriented towards effectiveness (producing real welfare for the community). In addition, the principle of professionalism of the technocrats must be able to provide a place for the principle of community participation and so on. In other words, economic or material growth must be balanced with improving the quality of social life (good society). (Wirutomo, 2003) The concept of development is more sociological, namely building human beings by building the basic elements of society, namely structure, culture and social processes.

3.4 Social-Cultural-Based Human Resource Development

Human resource development is one of the functions of human resource management. The human resources department is responsible for helping managers become good trainers and advisors to their subordinates, creating effective training and development programs for both new (orientation) and existing employees (skills development), involved in the training and development program, estimate the company's need for training and development programs, and evaluate the effectiveness of training and development programs. The responsibility of the human resources department in this regard also concerns the issue of termination of employment. This responsibility assists the restructuring of the company and provides solutions to conflicts that occur within the company.

The term human resource development is used to denote training and development, such as career development, and organizational development as an organization's investment in educating and training its members as part of human resource management. Human resource development is based on the belief that organizations are man-made entities that depend on humans, namely a process of optimizing production and utilization of labor. Human resource development is increasingly expected to play a facilitative role for corporate social responsibility (CSR), sustainability, and ethics in organizations.

Sastradipoera states that human resource development is a development process that includes both education, which improves general knowledge, and the overall environment as well as training that increases skills in carrying out specific tasks. Mulawarman emphasized the importance of training and development for individual human resources to increase their potential and competence in producing efficient and effective work results as part of supporting the realization of quality work synergies for an organization.

Notoatmojo divides the notion of human resource development into two perspectives, first on a macro level, namely the process of improving the quality or human capacity in order to achieve the nation's development goals. This improvement process includes planning, developing and managing human resources. Second, on a micro level, is a process of planning education, training and managing personnel or employees to achieve an optimal result. Rachbin said that human resource development is a process of increasing knowledge, expertise and skills as well as human capabilities in society.

In the discourse on the conception of development or the development of human resources, Wirutomo proposes that in order to save human civilization, the concept of development needs to be more supported by socio-cultural sciences in order to balance the dominance of the more material-oriented sciences. The challenge is that socio-cultural science is not enough to conduct a social impact assessment, which is not only analytical-evaluative, but also has to be more prescriptive. The implication is that the approach needs to change from being changed from just the enlightenment model to the engineering model.

Wirutomo emphasized that all areas of human life, including trade, industry and so on, are rooted in social life. So, social development is the development of the basic elements of social life, namely structure, culture and social processes. Bellah said that it is difficult to be a good human being in a bad society, because human life is very dependent on the institutional order created through the social process. Thus, building a community is not just building sectors or only partially guaranteeing individual rights, but overall building citizens into an enlightened civil society.

Structure, culture and social processes are a unity that cannot be separated. In other words, the development of human resources must be supported by the development of the three factors above, namely; structure, culture, and social processes. Development in the structural sector is the development of human resources through a structural-managerial approach, namely through training or education systems and programs directed at improving the quality of skills and knowledge. Then, the structural strength is directed to create a good culture or culture. And lastly, the social process, is about how the system is cultured and socialized, in the sense that it is implemented and preserved, not only on the job-formal but off-the-job-informal.

Socio-cultural-based human resource development is a sociological development, not only focused on numbers or objects, but embracing all social aspects, such as values, ethics, and culture as inseparable social elements. Thus, the human resource management system is required not only to lead to effectiveness, efficiency, and productivity alone, more than that, human resource management must be able to improve the quality of culture, such as values, traditions, belief systems, so that the condition of human resources becomes better. quality and provide a good social impact for organizations and companies.

4. Conclusion

Human resource management is a system that is structured to improve the quality of human resources that have organizational goals, aimed at recognizing the existence of human resource management in contributing to the achievement of organizational effectiveness. Then, functional goals, which aim to maintain departmental contributions at a level that suits the needs of the organization. And social goals, ethically and socially, these goals are aimed at responding to various needs and problems of the community through actions to minimize negative impacts on the organization.

In the context of socio-cultural life, human resource management is very much needed as an element of social development through an individualist-personal approach, because quality socio-cultural can only be created by quality human resources as well. Thus, human resource management has a central role in social development as well as the importance of human resources as a very valuable asset for organizations, companies, and socio-cultural.

The concept of human resource development needs to be supported by socio-cultural sciences in order to balance the dominance of the more material-oriented sciences. So that the development of human resources should be more socio-cultural based on socio-cultural basis while still paying attention to the values, culture, and ethics that are applied both formally and informally, because the socio-cultural life of employees or members of a good organization will help support the company and organization in achieving its goals. -the goal.

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