



TRAINING: DIGITALIZATION-BASED HUMAN RESOURCE EMPOWERMENT ON SOCIAL MEDIA AND MARKETING 5.0 NAMIRA ISLAMIC SCHOOL MEDAN

Nur Aisyah^{1*}, Riza Fanny Meutia², Sairah³
^{1,2,3} Medan Area University, Indonesia
Email: nuraisyah@staff.uma.ac.id¹

Abstract

This research provides an overview of strengthening human resource management. It aims to provide training and socialization in motivating teachers at Namira Islamic School to explore their respective potentials to make themselves solid individuals and have the desire as individuals who can use IT in the form of digitizing the learning process for themselves and the environment, as an improvement in the performance of human resource management at Namira Islamic School. Then it will influence the environment or students of Namira Islamic School with a positive thinking pattern and can invite and provide an activity and make it a role that follows the technological developments of an educator in particular and generally to the environment of the Republic of Indonesia. Strengthening that motivates to explore self-potential in confidence in the ability of self-potential in increasing knowledge of digitization of human resource management in the use of social media by the development of increasingly advanced IT.

Keywords: Digitalization, HR Management, social media

INTRODUCTION

Medan Area University has 17 study programs from 7 Faculties and 5 Study Programs in Postgraduate. To carry out tridharma activities, UMA Higher Education is equipped with a laboratory, studio, and experimental garden facilities. The facility fully supports lecturers' and students' research, creativity, and community service activities. The opportunity to obtain research funding has been supported by the Haji Agus Salim Education Foundation in addition to obtaining funds from the Higher Education and government agencies of North Sumatra Province and Local Government such as Deli Serdang, Serdang Bedagai and Tanah Karo Local Governments. Since 2016, the UMA Research and Community Service Institute has obtained the title of Intermediate Cluster, where UMA is fully trusted to manage research independently.

For this reason, community service activities are also a priority scale at UMA Postgraduate. It is also hoped that community service activities can increase in clusters so that DIKTI grants can be managed independently. In supporting community service activities, sources of funds from other agencies are also needed, apart from Medan Area University funds, in this case, the Haji Agus Salim Education Foundation. Therefore, community service activities aimed at providing motivation and socialization in the form of Training for Teachers at Namira Islamic School Medan North Sumatra, about exploring one's potential in making oneself a teacher who is ready to face changes, including the development of the teaching and learning process that is useful for oneself and the environment with the theme: "DIGITALIZATION BASED HUMAN RESOURCE EMPOWERMENT ON SOCIAL MEDIA AND MARKETING TRAINING 5.0 NAMIRA ISLAMIC SCHOOL MEDAN".

Medan Area University is a tertiary institution required to carry out the Tri Dharma of Higher

Education. In addition to the fields of teaching and research, it is hoped that community service will continue to be promoted as a form of participation of universities that care about the community and can help find solutions to problems, which in turn can help improve the economy of the people, especially partners, and the surrounding community.

Namira Islamic School is a school that has early childhood, elementary, junior high, and high school/vocational schools in the area of Jl. Setia Budi, Medan City, North Sumatra Province. Approximately 100 teachers from S1 and S2 graduates manage the Teaching and Learning Process. Based on the results of discussions and meetings with the Chairman of the Namira Islamic School Foundation, several facts and problems faced by teachers at Namira Islamic School were obtained. With the development of digitalization technology, it is necessary to provide training to these teachers as well as explore their potential and follow IT, which continues to develop in holding the teaching and learning process in the form of improving human resource management and understanding the need for social media, in increasing knowledge to students.

In terms of this thinking, to improve the performance of human resources towards digitization and its use and change the mindset towards a positive direction to develop the potential of each teacher in providing the teaching and learning process to students, the team provides solutions to hold training and socialization as motivation by exploring one's potential to understand better the need for digitization and the use of IT in improving resource management performance. Human power, so that the need for knowledge gained by students is *more up-to-date* and able to provide improvement in all scientific disciplines, by the vision, mission, and goals of Namira Islamic School.

METHOD AND PROCEDURES

The biggest problem that often occurs in a teacher or teacher is the lack of enthusiasm to explore one's potential in following IT developments that increasingly use digitalization and social media as a bridge to achieve success in increasing self-potential in providing teaching and learning processes to students and lack of understanding of digitalization that is growing. Training and socialization are needed to increase understanding of these changes. Training and socialization about changes in conditions add to the improvement of the performance of human resource management, which is positive and is an excavation of self-potential in the utilization of self-potential so that it directly acts on oneself in motivating positive activities, and this opportunity the team motivates for self-potential to hold digitalization training so that one after another can be realized in line with needs and self-desire, including giving space to make oneself a person who can change the mindset of ignorance into more curiosity. Based on the phenomenon obtained from this partner, the team from community service aims to provide socialization and motivation training about self-potential to realize the role of teachers in exploring their potential as HR management that can provide knowledge to students by increasing digitalization at Namira Islamic School North Sumatra.

Human resources are trained to change the mindset to access the digitalization of teaching materials in the teaching and learning process to students by understanding how to be sincere and patient with self-potential strategies. Namely: find potential, understand yourself, forgive yourself, accept yourself, be confident and motivated, and strive to achieve goals. By pressing to provide suitable learning to students, the role of the teacher is significant to move his students.

Digitalisasi manajemen sumber daya manusia ini memerlukan media sosial sebagai became more curious. Based on the phenomenon obtained from this partner, the team from community service aims to provide socialization and motivation training about self-potential to realize the role of teachers in exploring their potential as HR management that can provide knowledge to students by increasing digitalization at Namira Islamic School North Sumatra.

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A form of marketing for Namira School that adds students to apply to the school. Social media provides fun connection, interaction, and data as challenges, processes, and costs digitally by human resource management. Social media, often also referred to as social media, is a digital platform that facilitates its users to communicate with each other or share content in the form of writing, photos, and videos. It is a digital platform that provides facilities for each user to carry out social activities. Fungsi social media (Hootsuite) are Social networks: *media sharing networks*, *discussion forums*, *bookmarking*, and *content curation networks* (markers and networks containing curation), *consumer review networks* (review networks for consumers), *blogging and publishing networks*, *interest-based networks*, *social shopping networks*, *sharing economy networks*, *Anonymous social networks*.

RESULTS

The basis for implementation is the National Education System Law Number 20 of 2003 and the Vision, Mission, and Work Program of the Faculty of Economics and Business, Medan Area University. The objectives are: exploring one's potential with training and socialization on the importance of digitalization in improving human resource management of Namira Islamic School North Sumatra teachers; increase knowledge by exploring self-potential to concentrate one's potential towards digitalization and positive marketing knowledge; men implementing the Tri Dharma of Higher Education, especially Community Service. Community service participants are 2 (two) Lecturers of the Faculty of Economics and Business and 1 (one) Lecturer of the Faculty of Psychology, Medan University of North Sumatra Area, along with the Head of the Namira Islamic School Foundation North Sumatra and as many as 100 (one hundred) teachers at Namira Islamic

School North Sumatra.

At Namira Islamic School North Sumatra, teachers are given training, socialization, and motivational help to explore their potential to create something beneficial in increasing digitalization knowledge and improving human resource management in the teaching and learning process. Material delivery activities include opening and introduction by introducing the Community Service Team, delivery related to material on digitizing human resource management and motivating in exploring self-potential and marketing in increasing self-potential, discussion/question and answer sessions with participants, closing: taking photos together with participants and saying goodbye to the Head of the Foundation and teachers and making reports on community service activities. This training activity was held on Tuesday, December 6, 2022. Bert four at Namira Islamic School North Sumatra, Jl. Setia Budi Medan North Sumatra.

The method of implementation carried out is, to begin with, the implementation of site visitation, and the Chairman of the Namira Islamic School North Sumatra Foundation, Jl. Setia Budi Medan North Sumatra and the community service team also discussed the description of phenomena and problems that Namira Islamic School North Sumatra, Jl often faces. Setia Budi Medan North Sumatra. So that based on the results of the discussion, important things were found that became the focus of the community service team's problems which would then be compiled into training and socialization plans. At the second meeting, the community service team will provide implementation and training to teachers on motivation in exploring self-potential, which focuses on increasing knowledge in digitalization and exploring self-potential to concentrate self-potential towards improving positive human resource management. Counseling in the field of motivation to explore self-potential is carried out in two meetings by providing material obtained from positive parenting theories developed by the community service team. The material provided provides the first training on socialization and motivation to explore self-potential by gathering teachers motivated to explore self-potential and Increase knowledge and increase knowledge about digitizing human resource management by exploring self-potential for strengthening self-potential towards a positive organization.

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The counseling was conducted at Namira Islamic School North Sumatra, Jl. Setia Budi Medan North Sumatra and had the desire to participate in training activities. In this training, discussion and question and answer sessions were held with the speakers, and *role-playing* sessions from the material provided. The solutions offered to solve the problems faced by partners are as follows: Providing training and socialization of self-potential motivation; Providing digitalization training and socialization of the role of social media in improving human resource management. Making teachers comfortable with using social media and establishing digitalization as a tool for delivering material in the teaching and learning process; Exploring one's potential by making oneself understand social media digitization; and the output is Youtube: <https://youtu.be/XOKA7a5zmgo>, <https://youtu.be/b7d3Rx4DhCU>. This community service is expected to find alternative solutions in solving the problems of teachers in understanding the digitalization of social media in following IT developments to improve human resource management knowledge at Namira Islamic School North Sumatra, Jl. Setia Budi Medan North Sumatra.

The poster is for a training session titled "Pelatihan Digitalization Based Human Resource Empowerment on Social Media and Marketing 5.0". It features the MARCOM logo at the top left and the Namira Islamic School logo at the top right. The title is written in a mix of white and orange fonts. Below the title, it lists two speakers: Dr. Hj. Nur Aisyah, SE., MM. (Dosen Pascasarjana Magister Manajemen Universitas Medan Area Medan) and Riza Fanny Meutia, SE., MM. (Dosen Universitas Medan Area dan Universitas Islam Negeri Sumatera Utara). It also specifies the date and time: Selasa, 6 Desember 2022, Pukul 13:00 WIB - selesai. The participants are listed as Pelatihan wajib untuk Manajemen dan Guru seluruh unit Namira Islamic School Medan. At the bottom, there are social media links for Find us, sekolahnamira.sch.id, namiraislamicschool, and Namira Islamic School.

MARCOM
Marketing and Communication

Pelatihan
Digitalization
Based Human Resource
Empowerment on
Social Media and
Marketing 5.0

Pemateri 1
Dr. Hj. Nur Aisyah, SE., MM.
Dosen Pascasarjana Magister Manajemen
Universitas Medan Area Medan

Pemateri 2
Riza Fanny Meutia, SE., MM.
Dosen Universitas Medan Area dan
Universitas Islam Negeri Sumatera Utara

Waktu
Selasa, 6 Desember 2022
Pukul 13:00 WIB - selesai

Peserta
Pelatihan wajib untuk
Manajemen dan Guru seluruh unit
Namira Islamic School Medan

Find us sekolahnamira.sch.id [namiraislamicschool](https://www.instagram.com/namiraislamicschool) [Namira Islamic School](https://www.youtube.com/NamiraIslamicSchool)



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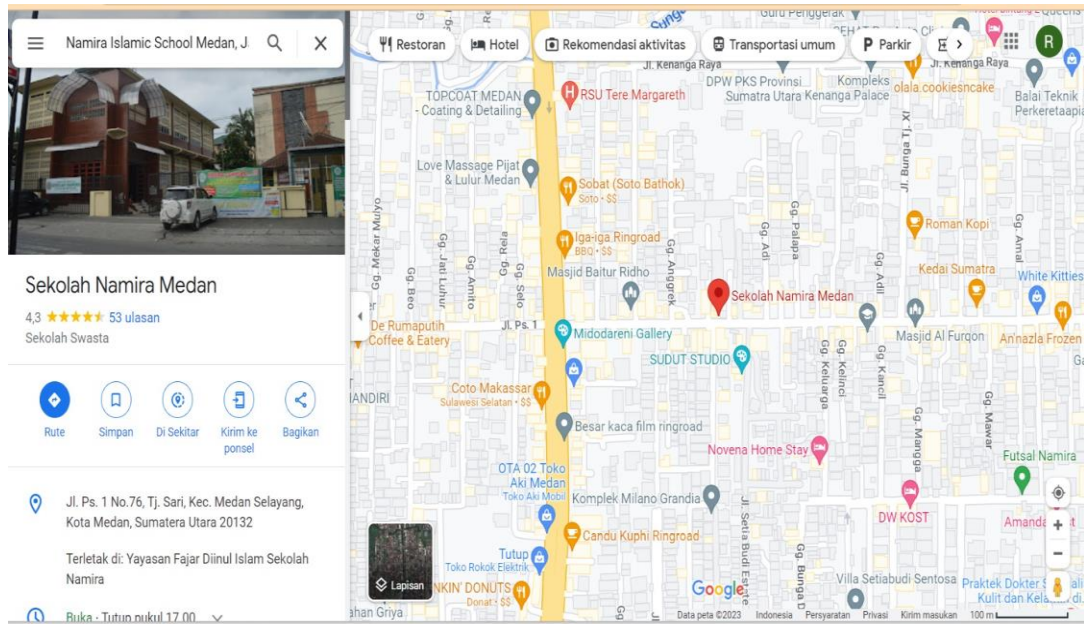
PENGABDIAN KEPADA MASYARAKAT (PKM)

DIGITALIZATION - BASED HUMAN RESOURCE
EMPOWERMENT ON SOCIAL MEDIA AND
MARKETING 5.0 NAMIRA SCHOOL



Ketua Pelaksana : Dr.Hj Nur Aisyah, SE. MM
 Anggota : Riza Fanny Meutia SE. MM





CONCLUSION

With community service at Namira Islamic School North Sumatra, Jl. Setia Budi Medan North Sumatra can provide solutions about exploring one's own potential and can increase knowledge and avoid understanding social media digitalization in following IT developments to increase human resource management knowledge at Namira Islamic School North Sumatra, Jl. Setia Budi Medan North Sumatra.

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