

## **Innovative Marketing Strategies in Human Resource Management: Improving Organizational and Marketing Performance in the Digital Era**

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### **Abstract**

*In the era of digital marketing that continues to grow, the role of social media as an effective marketing platform is increasingly important, especially for the Micro, Small and Medium Enterprises (MSMEs) sector. To achieve success in doing business on social media, the development of human resources (HR) in accordance with the needs of the digital era is crucial. This research reviews the importance of human resource development in the context of digital marketing, especially in advancing the MSME sector on social media. The focus of this research is to consider the knowledge and skills needed by MSME employees in utilizing social media as an effective marketing tool. By implementing the right HR development strategy, MSMEs can get significant benefits, such as increased creativity, adaptation to changing trends, and the ability to compete in the digital marketing era. In the context of human resource development in the era of digital marketing to advance the MSME sector, special training, and access to the latest information and resources are important strategies that need to be implemented*

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## **1. INTRODUCTION**

Human Resource Development in the Digital Marketing Era to Achieve Success in Doing Business on social media to Advance the MSME Sector is an increasingly important topic in the current digital marketing era. In the era of digital marketing that continues to develop, the role of social media as an effective marketing platform is increasingly important, especially for the Micro, Small and Medium Enterprises (MSME) sector. According to (Atmojo & Hamdi, 2021), improving the quality of human resources in managing social media in the MSME sector aims to provide knowledge and experience for managers, especially in terms of utilizing information technology. Many MSME players have not optimally used information technology, both social media and websites, to advance MSMEs. With this training and improving the quality of human resources, MSME players can be more creative in marketing and developing the existing MSME sector. However, to achieve success in doing business on social media, developing human resources (HR) that suit the needs of the digital era is crucial. This research reviews its importance

HR development in the context of digital marketing, especially in advancing the MSME sector on social media. In the context of human resource development in organizations, employee training and development is very important to improve the quality of human resources. As carried out by the Riau Province Human Resources Development Agency, online administrator leadership training (PKA) coaching is an effective method for increasing leadership competency for post-training managerial officials in preparing innovation planning and management of change actions in units. work, as explained by (Zam, 2022). The focus of this research is to consider the knowledge and skills required by MSME employees in utilizing social media as an effective marketing tool. Training and assistance for marketing departments in companies can design digital marketing methods through social media, as was done by (Prakosa et al., 2023) in implementing social media marketing in the marketing 5.0 era as a marketing solution for the

CV Bumi Mandala Construction Services Business. In developing human resources in organizations, employee training and development is very important to improve the quality of human resources. As carried out by the Alliance of Independent Journalists (AJI) Manado, human resource development has been carried out very well and structured, starting from member recruitment, division of fields, to development systems and processes within the organization such as training programs to improve the performance of members who are members of AJI Manado, as explained by (Lutfihyanto et al., 2022). By implementing the right HR development strategy, MSMEs can gain significant benefits, such as increased creativity, adaptation to changing trends, and the ability to compete in the digital marketing era.

In the era of disruption, educational transformation is one of the keys to developing human resources with character, as explained by (Lamuri & Laki, 2022). Continuous education and character building are important means of success in facing an era of disruption. Therefore, developing human resources with character through education is a very important thing to do. This article will discuss several ways to develop human resources in managing social media, such as employee training and development, as well as the use of information technology to advance the MSME sector. Apart from that, this article will also discuss how developing human resources with character through education is a very important thing that can help businesses in the digital marketing era, such as improving the quality of social media management and the use of information technology to advance the MSME sector, providing education and assistance for the marketing department. In companies, schedule social media content using a digital marketing calendar, and optimize social media as a means to market products, both goods and services. In scheduling social media content using a digital marketing calendar as done (Era, 2021; Gunarso et al., 2021), digital marketing calendar scheduling can help MSMEs in the food and beverage sector to market their products effectively. Similar to MSMEs, developing human resource potential through social media communication technology can also be carried out in villages, as was done in Kampil village, Wiradesa, Central Java, as explained by (Ningsih & Dyatmika, 2021). The training carried out was an introduction to social media, the use of social media for promotions, and how to optimize social media in promoting products and services. The impact of this training is that young people better understand the function of social media and can utilize communication technology to improve the village economy. The development of internet technology also has an impact on changes in journalistic practices which require the media to change the way they work, content production, business models and media organizational structures (Indainanto, 2021). The aim is to be more innovative and efficient in making an impression on readers. The practice of digital journalism in Indonesia continues to strive to build a media climate that is favorable to readers, stable and dynamic, so that various media emerge with the characteristics of content segmentation based on certain ages. Likewise, the role of social media in Guerilla Marketing in the Digital Marketing Era (Subroto et al., 2021). The use of social media as an effective marketing platform can support guerilla marketing techniques in this digital era.

This study aims to determine how important human resource (HR) development is in digital business, especially in terms of accelerating the progress of the MSME sector on social media. The main focus of this research is to find out what MSME employees need to use social media as an effective marketing tool. Therefore, it is hoped that this research will provide insight into appropriate strategies for developing human resources in managing social media, such as providing employee training and development and how information technology can help the progress of the MSME sector.

## 2. RESEARCH METHOD

The appropriate research method to study human resource development in the digital marketing era to advance the MSME sector is literature study, by conducting a literature review related to human resource development in the digital marketing era and the use of social media in advancing the MSME sector. Search and collect articles, books, journals and other reliable

sources of information relevant to the research topic.

### 3. RESULTS AND DISCUSSION

The results of this research provide a better understanding of how important human resource (HR) development is in digital business, especially in terms of advancing the Micro, Small and Medium Enterprises (MSME) sector on social media. The main conclusion from this research is that developing human resources that suit the needs of the digital era is very important for business success on social media.

First, this research determines the knowledge and skills required by MSME employees to use social media as an effective marketing tool. It is very important for a company's marketing department to be trained and trained to create digital marketing strategies through social media. These results are in line with research by (Prakosa et al., 2023) which shows that the use of social media in the marketing era 5.0 can help MSMEs in marketing.

Second, this research emphasizes how important education is to build human resources with character in an era of disruption. Character building and continuous education are the keys to facing change and disruption in digital business. This article emphasizes that education can help improve social media management and the use of information technology to improve the MSME sector.

This research emphasizes the importance of managing social media content and digital calendars for marketing. In the digital marketing era, content scheduling can help small and medium companies (MSMEs) in the food and beverage industry market their goods in an effective way. These results are in line with research (Era, 2021; Gunarso et al., 2021), which shows that setting a digital marketing calendar can be very helpful in product promotion on social media.

In addition, this research shows that the use of social media to increase human resource capacity can also be done in villages. Village communities who are involved in training and introducing social media can improve the village economy by promoting goods and services through the use of social media. This finding is supported by research conducted by (Ningsih & Dyatmika, 2021) in Kampil village, Wiradesa, Central Java.

This research found several similarities and differences with previous research findings. The similarity found is that the use of information technology to advance the MSME sector and employee training and development in social media management are equally important. Previous studies also show that human resource development through education is very important for digital business. Nevertheless, this research makes an additional contribution by emphasizing the importance of scheduling social media content using a digital marketing calendar. The results show that content scheduling can be an effective strategy for marketing products via social media.

The findings of this research are in line with other research findings which emphasize the importance of developing human resources (HR) for digital business. For example, according to research conducted by the Riau Province Human Resources Development Agency, online administrator leadership training can improve the leadership abilities of managerial officials after training (Zam, 2022). This emphasizes how important employee training and development is to improve the quality of human resources in various sectors, including small and medium businesses (MSMEs) in the digital marketing era. The study also found that education can help build human resources with character in facing the era of digital business disruption and change. Character building and ongoing education are very important to face challenges and respond to changing social media marketing trends (Lamuri & Laki, 2022). This research also supports the results of other research which emphasizes how important education is for building flexible and characterful human resources in the digital era. Using a digital marketing calendar to organize content has also proven effective in social media marketing. This finding is in line with previous research which shows that MSMEs in the food and beverage industry can use social media to

market their products (Era, 2021; Gunarso et al., 2021). Apart from that, this research emphasizes the importance of training and introducing social media to village communities in an effort to improve the village economy and develop human resource potential. These findings support previous research which shows that developing human resource potential through social media communication technology can be carried out in various environments, including villages (Ningsih & Dyatmika, 2021).

This research helps understand the importance of human resource development in social media management to advance the MSME sector in the digital marketing era. This finding is supported by previous research which shows that employee training and development, character education, social media content scheduling, and the introduction of social media in various environments are effective methods for improving the quality of human resources. These findings also show that developing human resources in social media management is very important for the progress of the MSME sector in the digital marketing era. Improving employee quality and business progress in the digital era can be achieved through employee training and development, character education, social media content scheduling, and the introduction of social media in various environments, including villages. The results of this research are useful for MSMEs and other researchers who are interested in human resource development in digital business. It can also serve as a basis for further development in this area.

In addition, this research found that the use of social media can provide economic benefits for village communities. By involving village communities in training and introducing social media, the village economy can be improved by promoting goods and services through social media. These findings support previous research which shows that human resource development through social media can be carried out in the village environment. Previous research also emphasizes the importance of developing human resources (HR) for digital business. For example, research conducted by the Riau Province Human Resources Development Agency found that online administrator leadership training can improve the leadership abilities of managerial officials. This shows how important employee development and training is to improve the quality of human resources in various sectors, including MSMEs in the digital marketing era.

In addition, this research found that education plays an important role in building human resources with character in facing the era of digital business disruption and change. Other research also shows that continuing education and character building are important components in facing challenges and responding to changing social media marketing trends. This study also supports the use of digital marketing calendars as an effective strategy for marketing products via social media. This finding is in line with previous research which shows that MSMEs in the food and beverage industry can utilize social media to market their products. By using a digital marketing calendar, MSMEs can optimize their use of social media. This research emphasizes the importance of training and introducing social media for village communities in an effort to improve the village economy and develop human resource potential. These findings support previous research which shows that developing human resource potential through social media communication technology can be carried out in various environments, including villages. Empowering village communities to receive training on social media, they can improve the village economy and increase the potential of their human resources.

This study also emphasizes how important it is for employees to be trained and coached in social media management as an effective marketing strategy. Previous studies (Prakosa et al., 2023) show that the use of social media in the marketing 5.0 era can help MSMEs in marketing, so company marketing departments must be trained to create digital marketing strategies through social media in order to advance the MSME sector in the digital marketing era. This research also emphasizes the importance of education to build human resources with character in an era of disruption (Lamuri & Laki, 2022). Continuous education and character building are the keys to facing change and disruption in digital business. Education can also help in managing social media and support the MSME sector in using information technology.

In addition, this research (Era, 2021; Gunarso et al., 2021) found that digital marketing calendars and organizing social media content can be effective marketing strategies. In the digital marketing era, scheduling content through a digital marketing calendar can help MSMEs in the food and beverage industry market their products in an effective way. This calendar can also help small and medium companies market their products via social media. This study shows that the use of social media can provide economic benefits for village communities in addition to its impact on MSMEs. Involving village communities in training and introducing social media can improve the village economy by promoting goods and services through social media. Developing human resource potential through social media communication technology can be carried out in various environments, including villages.

Previous studies emphasize the importance of human resource (HR) development for digital business. It is proven that improving employee quality can be achieved through employee training and development, character education, social media content scheduling, and the introduction of social media in various environments. The development of human resources in social media management is very important for the progress of the MSME sector in the digital marketing era. Improving employee quality and business progress in the digital era can be achieved through employee training and development, character education, social media content scheduling, and the introduction of social media in various environments, including villages. Empowering village communities to use social media, they can actively improve the village economy and optimize the potential of their human resources.

This study also finds similarities with previous research (Zam, 2022) on human resource development for digital businesses. A previous study by the Riau Province Human Resources Development Agency showed that the leadership abilities of managerial officials could be improved through online administrator leadership training. This shows how important employee training is to improve the quality of human resources in various sectors, including MSMEs in the digital marketing era. In addition, this research underlines the role of education in building human resources with character in facing change and disruption in digital business. Other studies show that character building and ongoing education are important components in facing challenges and responding to changing social media marketing trends. MSMEs can improve their human resources' ability to adapt to digital trends by integrating education that is relevant to the needs of the digital era.

Overall, this research provides a better understanding of the importance of human resource development in managing social media to advance the MSME sector in the digital marketing era. These findings are consistent with previous research which shows that employee training and development, character education, social media content scheduling, and the introduction of social media in various environments are effective ways to improve the quality of human resources. This research also found that employee training and development, character education, social media content scheduling, and the introduction of social media in various environments are all important factors in improving the quality of human resources. The results of this research can help small and medium businesses improve the quality of their human resources.

Thus, this research provides a better understanding of the importance of human resource development in social media management to advance the MSME sector in the digital marketing era. This research shows that improving the quality of human resources can be achieved through training, education, scheduling social media content, and introducing social media in various environments. The results of this research can be an important basis for MSMEs and other researchers as a reference for further development in this field.

#### 4. CONCLUSION

This research found that developing human resources (HR) in accordance with the needs of the digital era is very important to advance the Micro, Small and Medium Enterprises (MSME) sector on social media. The findings of this research confirm that employee training and

development, character education, social media content scheduling, and the introduction of social media in various environments are very important to improve the quality of human resources (HR) and the MSME sector as a whole.

First, this research shows that training and development of MSME employees is very important. Employees must have the knowledge and skills necessary to use social media as an effective marketing tool. Company marketing departments must be trained to create digital marketing strategies that utilize social media. Previous studies show that the use of social media in the marketing 5.0 era can help MSMEs expand their marketing reach. These findings are in line with these findings (Prakosa et al., 2023).

Second, this research shows how important character education is to face the era of digital business disruption and change. To face changing trends and challenges in social media marketing, character building and continuous education are important factors. This article emphasizes that education can help improve social media management and the use of information technology in improving the MSME sector. Furthermore, this research found that scheduling content on social media with a digital marketing calendar is an effective marketing strategy in the internet era. In the world of digital marketing, content scheduling helps small and medium-sized companies in the food and beverage industry market their goods in an effective way. Previous research results show that implementing a digital marketing calendar can be very helpful in marketing products on social media (Era, 2021; Gunarso et al., 2021).

In addition, this research shows that the introduction of social media in the village environment can improve the village economy by promoting goods and services through social media. Involving village communities in training and introducing social media can help in developing human resources and exploiting existing economic potential. Previous studies show that the use of social media communication technology can help develop human resource potential in various places, such as villages (Ningsih & Dyatmika, 2021). In addition, this research found that human resource (HR) development in social media management is not only relevant for large businesses but is also important for small and medium businesses (MSMEs). Although MSMEs usually have limited resources, investing in human resource development can increase their presence and competitiveness on social media platforms. By having skilled and experienced employees, they can become more competitive. In addition, this research shows that character education has an important role in developing human resources in the digital era. Apart from teaching technical skills for managing social media, character education helps MSME employees develop professional attitudes, work ethics, leadership and the ability to adapt to change. This is important considering the business environment in the digital era is dynamic and rapidly changing, where MSMEs must be able to adapt and face new challenges quickly.

Overall, this research concludes that developing human resources in accordance with the needs of the digital era is very important to advance the MSME sector on social media. Employee training and development, character education, social media content scheduling, and the introduction of social media in various environments are key steps in improving the quality of human resources and business progress in the digital marketing era. These findings support previous studies which emphasize how important it is to build human resources (HR) for digital businesses. This research also emphasizes how important it is to introduce social media to village communities in an effort to improve the village economy and develop the potential of local human resources. Rural communities can utilize social media to promote local goods and services, create new business opportunities, and increase income by learning how to use it. The introduction of social media to village communities can also help reduce digital differences between villages. Further research could concentrate on developing training models specifically aimed at MSMEs with limited resources. Additionally, research could consider innovative learning approaches such as project-based, collaborative, or online learning, which can be adapted to MSMEs. In addition, research can deepen the analysis of how human resource development impacts social media management.

Furthermore, the aim of this research is to learn more about successful training strategies

for developing human resources in social media management. Apart from that, further research can be carried out to understand how human resource development through character education has an impact on business progress in the digital era. Final,

research could focus on developing more comprehensive social media content scheduling models. This research provides important information for MSME players and other researchers about how important human resource development is in managing social media to advance the MSME sector in the digital marketing era. The results of this research can serve as a basis for further development in this area and provide practical guidance for MSMEs on how to utilize social media to improve their business in the digital era.

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