JRSSEM
JOURNAL RESEARCH OF SOCIAL SCIENCE, ECONOMICS, AND MANAGEMENT

THE EFFECT OF APPLICATION BIG DATA ON EMPLOYEES, VISION AND MISSION OF COMPANIES IN INDONESIA

Muhammad Fahrizal Hasibuan*
State University of Malang, Indonesia
e-mail: muhammad.fahrizal.2004139@students.um.ac.id
*Correspondence: muhammad.fahrizal.2004139@students.um.ac.id

Abstract. A company is always committed to tracking the correct way of working and scheduling to ensure quality and quantity. This study aims to determine the effect of big data on employees, vision and mission of companies in Indonesia. The type of research used is literature study. A systematic, unambiguous and repeatable method for identifying, discovering, and synthesizing research and the ideas it generates. This research results that big data is very influential on employees in order to improve the quality of human resources, as well as the vision and mission of a company. Big data has the benefits of increasing the growth and profit potential of a company, being able to compete with big businesses, increasing sales and employee loyalty, ensuring the right employee recruitment according to the job desk, and saving costs.

Keywords: big data, HRM, vision, mission, Indonesian company

INTRODUCTION

A company is consistently trying to track down the proper ways and arrangements to work on quality and quantity. Competition administration companies in Indonesia are growing rapidly. Playing a functioning work in aid in Indonesia should be upheld by the exhibition of the organization, and great organizational performance formed by the presentation of its workers, arguing that representation is the main goal of a company, association or organization.

The workforce is the foundation of the progress of an organization, so that the progress of an organization depends on the presentation of its representatives. A lackluster appearance will reduce the efficiency of workers in the company. Companies need representatives who can work better and faster, so they need high-performing workers (Tahir, 2013). Significant variables that can determine the presentation and versatility of representatives to an authoritative climate as shown by (Klann, 2003) are discipline, inspiration and work execution. (Efgivia, 2020) finds that what is meant by big data is data that is in the process of exceeding conventional database system processing capacity. Meanwhile, according to (Guilfoyle et al., 2016) big data is a collection of very large and complex data whose processing does not only use conventional database management tools. Therefore, it can be concluded that big data is data that is large in volume, complex, and requires a database management system that is in accordance with the characteristics of big data.

The company has goals achieved consisting of three main pillars, namely process, human resources, and technology. When designing a series of processes to achieve the goals desired, these three elements need to be integrated according to customer requirements. It is necessary to pay attention to human resources operating the process, technology is also to support the process, especially information technology. Technology plays an important role, as do processes and human resources. (Rachmawati, 2004).

The company's vision is an ideal vision of future conditions that all employees of the company want to realize, from top to bottom, even those who serve service (OB). Mission is a written vision statement so that the vision can be understood or clear by everyone in the company.

It is necessary to think about when to focus on the vision, when to actualize it, if the vision has been realized, then changing the vision becomes a challenge to make the organization more advanced, so that the vision has the concept of innovation. Innovative so that human resources develop a spirit to be ready to answer challenges. On the other hand, if the vision has not been realized, the leader must not change the vision, in other words the new leader will have a new vision because the vision will be realized after a number of strategic plans (Minto, 2015).

The benefits of Big Data have been felt for businesses, including knowing audience reactions including many to items distributed through web-based media opinion checks, helping organizations make more informed choices based on information, further developing the

company's image according to clients, making business arrangements by knowing client behavior, models in broadcasting communications and banking companies, as well as considering issues in customer search and desires (Sirait, 2016).

The purpose of this study was to determine the effect of big data on employees, vision and mission of companies in Indonesia.

Performance problems are also a very worrying phenomenon according to (Prasetyowati et al., 2020) poor performance, for example lack of focus, procrastination, and inconsistency can lead to reduced time to complete work in the company.

This is in accordance with (Prasetyowati et al., 2020) advanced theory. Performance is the completion of a task given by someone on the basis of sincerity, competence, time and experience.

In order to improve employee performance, the company does not rule out the totality of employee work (Soegihartono, 2012). (Sutrisno, 2007) suggests that motivation and work environment are the main predictors of job satisfaction. Thus, if there is motivation to motivate employees in carrying out work and a conducive work environment, it will increase job satisfaction.

The higher the extrinsic motivation of the employee, the higher the totality of the employee's work (Muslih, 2012). The employee's work environment and salary directly affect the totality of the employee's work (Koesoemaningsih, 2013). An increase in the totality of employees' work on their work can lead to an increase in employee performance.

The term Big Data is often associated with science, data mining and processing. However, Big Data involves data mining or increasingly complex processing infrastructure and techniques. When implementing technology Big Data in a company, there are important factors that become challenges: data, technology, processes and people (Aryasa, 2015).

METHODS

According to (Okoli, 2015) Literature Review is a systematic, unambiguous, and repeatable method for identifying, evaluating, and synthesizing research and ideas generated by scholars, researchers, and practitioners.

Literary review is another term that refers to literature review and theoretical foundation. Literary research means research that is carried out solely on the basis of written works, including research results, published or unpublished (Banjir Embun, 2012).

According to (Zed, 2004) In library research, library research is not only the initial stage of preparing a research design but also the use of library resources to obtain research data.

A historical review is a form of assessment that tracks a particular topic or issue over time. This type of assessment can be combined with a theoretical review or a methodological review to show how a concept, theory, or research method has evolved over time (Lawrence Neuman, 2014).

Literature review is an important tool as a context assessment, because literature is very helpful and helps in providing

context and meaning in the writing process, and through this literature review, the researcher can also clarify and the reader knows why what is being studied is a problem to be studied, which really must be studied, both in terms of the subject being studied nor in terms of the environment whatsoever the relationship between research and other related studies (Afifuddin & Saebani, 2012).

In summary, (Yusuf & Khasanah, 2019) point out the following limitations of a literature review or reference. Literature review is a literature review that supports a particular problem in the research that we do. This research is useful for researchers, for example, provides an overview of the problem to be studied, supports theoretical concepts for researchers, then is useful for discussion or discussion in research. In addition, literature or literature review can guide researchers in developing hypotheses for the research they are doing. (Palalic et al., 2020) stated that social media was found to have a significant impact in part on consumer buying behavior; word of mouth and content credibility are two factors that influence the purchasing behavior of Pakistani consumers.

RESULTS AND DISCUSSION

At the national level, the potential use of Big Data for supporting organizations for taxpayers in Indonesia has been investigated Government (Alamsyah, 2015).

Data fundamental depiction of an object reference information, events, training and exchange archived, ordered, and stored, but not coordinated to give a specific meaning. Information that has been coordinated to provide meaning and value to the recipient is called data (Rainer & Prince, 2021). Accessibility of information is the initial stage for a very large information innovation. There are some associations that have a lot of information from their business processes, both organized and unstructured, for example, broadcast communications and banking companies. However, there are also associations need to purchase or participate in another meeting to get information
Technology

During the time spent for the adoption of big data technology, organizational culture necessary adjustments. For example, prior to Big Data, a leader in dealing with an organization made choices that depended on "*intuition*" in terms of its qualities, beliefs or assumptions. However, in the wake of big data innovation, leaders can follow a "*data-driven direction*", which means making choices that depend on the right information and associated critical data. Another example, a broadcast communications organization, using a framework for filtering computerized data from the web, Twitter, and others, could easily distinguish client issues related to an item, and focus on revolving back to those issues within the larger ones. 6 hour suspension. In this regard, a new organizational culture has been developed regarding brand tracking, in response to the current trend of customers who prefer to talk about an issue on Twitter rather than complain directly to customer service. Big data can help analyze and predict which

customers will stop using their services or leave, so they can be tracked by listening to customer needs and taking precautions.

HR

Adoption of technologies Big Data requires human resources that have the ability to analytically and creatively, particularly the capacity/ability to identify new techniques that can be used to collect, describe and decipher the information, information, programming capabilities PC, and the ability of business, devoted to understanding of business goals.

Term implementation Big data expected to be able to answer the cycle of progress completed by an association in coordinating, supervising, and utilizing all applicable sources of information, both inside and outside. It combines the production of inventive biological systems, the creation of useful business rewards, and effective change. Overall, the enormous growth in information acceptance is not just about having multiple advances to handle a lot of information or simply utilizing web-based media to dissect popular judgments, but rather an interaction that involves building an environment that incorporates innovation, board information, investigations, guidelines and associations (Halper & Krishnan, 2013).

Therefore, it is not surprising that information related issues have become a significant test, both in providing and combining information that is expected to provide a proper business exam, as well as concerns about security and Big data. It is also important to recognize that the challenges of implementing Big Data in government offices is very slightly different from the implementation in various associations such as organizations, where the HR skill element is not completely different and the supporting framework is a test to be considered. This is inseparable from the presence of the Enormous Information innovation which is still relatively new to be applied in the community. It is therefore unexpected that information researchers are expected to be in the most encouraging position in the 21st century (Davenport & Patil, 2012).

Efforts to increase labor productivity should not only be considered as a technical question. Another aspect that may even play a decisive role in the success of this effort is the following (Siagian, 2002).

Organizational Goals

Anyone who will acknowledge that an association was founded or created by a person or group of individuals who are determined to use it as a means to achieve a particular goal. Experts mostly agree that a definite goal is the main goal to be achieved by the association and becomes a helper for the association in completing its various capacities and exercises. Those who have an advantage in the development of authority which can be in the form of development, improvement, intensity, foundation, more important benefits and a more prominent portion of overall industrial control need to know what kind of progress is being made at any time, without waiting for results to be acquired. from the last destination. The importance of investing in different individuals (partners) who have faced challenges and will continue to face challenges to assist associations or organizations, for example,

financial backers, investors, watchdog groups, representatives and even providers, specialists, traders and countries. The directors seek to fulfill this longing for individuals who invest by leading inside and outside research that presents two types of halfway goals, specifically medium-term goals and current goals. Highlights include: hopeless

a) at this point the bit practical
b) time limit for running it is set, for example ten years, five years or year
c) normal not set in stone the
d) results are described quantitatively, it is imperative that all recognize goals as reasonable, doable and feasible. Therefore, the entertainers will really want to participate in the more important obligations for authoritative accomplishments, including the expansion of the usefulness of workers.

Formulation of Vision and Mission

In order to achieve definitive goals, the administration decides on the bearings the association will take to achieve the ideal state in the end. Ultimately, boards must clearly communicate their perspective on the future state of the association they need. This is the meaning of the word vision. Given the definition of vision, mission can be characterized. A mission is something that all parts of the association must complete as a central excise, all of which are completed in order to achieve a predetermined goal. Thus, of course the vision and mission must be closely related and have extraordinary relevance in accordance with the objectives to be achieved.

Determination of Organizational Strategy

Procedure is a technique that is usually adopted by the top government to win wars including associations. In the business world, in general it can be said that technique is a joint affirmation by the highest leadership about what business the association is doing now and what business space the association needs to create in the future. Senior administrations must be well aware of what the qualities and shortcomings of associations are, what loopholes may arise and how to exploit them, and what hazards may arise, and how to exploit them, and which hazards can best be managed. Then again, one must know the qualities and shortcomings of one's opponent so that he can provide proper guidance so that one cannot make the most of the opportunity, or even eliminate the opportunity. temperamental even with the dangers they face.

Determination of Organizational Strategy

It is undeniable that various breakthroughs that occur in the field of technology can make a major contribution to increasing the productivity of an organization. Whenever effectively selected, the innovation can be applied to a wide variety of exercises within an association. It can be proven that innovation can thrive with different applications, partly due to the no less rapid increase in product area. A different leap forward in this area has taken place to make PCs more complicated, in the sense of being simpler, more impressive, easier to

use and less expensive. The consequences are much more pronounced, as in conventional decision-making in many recently unified associations, but as access to tools and programming becomes wider and simpler, it becomes decentralized. The benefit of today's data innovation is that with the end goal it is difficult to imagine a part of hierarchical life and practice that is not affected by computerization.

CONCLUSIONS

The role of data is very important, especially entering the era of the data explosion or "Big Data". The availability of large-scale and inexpensive data today should encourage various parties to take advantage of it through the implementation of Big Data. In this study, big data is very important in influencing employees in order to improve the quality of human resources, as well as the vision and mission of a company. Big data has benefits, namely, increasing the growth and profit potential of a company, being able to compete with big businesses, increasing sales and employee loyalty, ensuring to hire employees the right according to the job desk, and saving costs.

REFERENCES

Afifuddin, H., & Saebani, B. A. (2012). Metode Penelitian Kualitatif, CV. Pustaka Setia: Bandung.

Alamsyah, A. (2015). Data Analytics for Economics, Business and Management: A Social Network Approach. Workshop Big Data Puslitbang Aptika Dan IKP, Tanggal,

19.

Aryasa, K. (2015). Big data: Challenges and opportunities. Workshop Big Data Puslitbang Aptika Dan IKP, Tanggal 19 Mei 2015.

Banjir Embun. (2012). Penelitian Kepustakaan. Banjir Embun. https://www.banjirembun.com/2012/04/penelitian-kepustakaan.html

Davenport, T. H., & Patil, D. J. (2012). Data scientist. Harvard Business Review, 90(5), 70–76.

Efgivia, M. G. (2020). Pemanfaatan Big Data dalam Penelitian Teknologi Pendidikan. Educate: Jurnal Teknologi Pendidikan, 5(2), 107–119. http://dx.doi.org/10.32832/educate.v5i2.3381

Guilfoyle, S., Bergman, S. M., Hartwell, C., & Powers, J. (2016). Social media, big data, and employment decisions: Mo'data, mo'problems? In Social media in employee selection and recruitment (pp. 127–155). Springer. https://doi.org/10.1007/978-3-319-29989-1_7

Halper, F., & Krishnan, K. (2013). TDWI big data maturity model guide: interpreting your assessment score. TDWI Benchmark Guide, 2014, 2013.

Klann, G. (2003). Character study: Strengthening the heart of good leadership. Leadership in Action: A Publication of the Center for Creative Leadership and Jossey-Bass, 23(3), 3–7. https://doi.org/10.1002/lia.1020

Koesoemaningsih, R. (2013). Analisis pengaruh lingkungan kerja dan upah terhadap kepuasan kerja karyawan

pada pt. dadimulyo sejati geneng kabupaten ngawi. Jurnal Media Soerjo, 12, 1–26.

Lawrence Neuman, W. (2014). Social research methods: Qualitative and quantitative approaches. Pearson.

Muslih, B. (2012). Analisis pengaruh motivasi terhadap kepuasan kerja dan kinerja pegawai di PT Sang Hyang Seri (Persero) regional III Malang. Jurnal Aplikasi Manajemen, 10(4), 799–810.

Okoli, C. (2015). A guide to conducting a standalone systematic literature review. Communications of the Association for Information Systems, 37(1), 43. 10.17705/1CAIS.03743

Palalic, R., Ramadani, V., Gilani, S. M., Gërguri-Rashiti, S., & Dana, L. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know? Management Decision. https://doi.org/10.1108/MD-10-2019-1461

Prasetyowati, D., Rasiman, R., Minarti, I. B., & Setiawan, D. F. (2020). Peningkatan Kualitas dan Kemasan pada Kelompok Usaha Kerupuk Ikan di Desa Bendar Kecamatan Juwana Kabupaten Pati. Abdi: Jurnal Pengabdian Dan Pemberdayaan Masyarakat, 2(2), 110–119. https://doi.org/10.24036/abdi.v2i2.68

Rachmawati, E. N. (2004). Paradigma Baru Manajemen Sumber Daya Manusia Sebagai Basis Meraih Keunggulan Kompetitif. Yogyakarta: Ekonisia.

Rainer, R. K., & Prince, B. (2021). Introduction to information systems. John Wiley & Sons.

Siagian, S. P. (2002). Manajemen sumber daya manusia.

Sirait, E. R. E. (2016). Implementasi Teknologi Big Data Di Lembaga Pemerintahan Indonesia. Jurnal Penelitian Pos Dan Informatika, 6(2), 113–136.

Soegihartono, A. (2012). Pengaruh kepemimpinan dan kepuasan kerja terhadap kinerja dengan mediasi komitmen (di PT Alam Kayu Sakti Semarang). Jurnal Mitra Ekonomi Dan Manajemen Bisnis, 3(1), 123–140.

Sutrisno, H. (2007). Manajemen Keuangan, Teori, Konsep dan Aplikasi. edisi pertama, Cetakan kelima. Salemba Empat.

Tahir, S. (2013). Analisis Kinerja Karyawan Pada PT. Sinar Galesong Pratama (SGP) Cabang Gorontalo. Skripsi, 1(931409064).

Yusuf, S. A., & Khasanah, U. (2019). Kajian Literatur Dan Teori Sosial Dalam Penelitian. Metode Penelitian Ekonomi Syariah, 80.

Zed, M. (2004). Metode peneletian kepustakaan. Yayasan Obor Indonesia.