

## **Evaluation Situation Source Power Humans Understand Powers And Challenges**

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**Abstract:** *This study aims to analyze the evaluation of human resource (HR) situations as an important process in identifying the strengths and challenges that exist within the organization. The case study studied is Frisian Flag Company. Two respondents participated in this training utilizing purposive sampling and qualitative research approaches. Based on the results and discussion above, it can be concluded that human resource (HR) situation evaluation is an important process in identifying the strengths and challenges that exist within an organization. By utilizing analytical approaches such as SWOT, organizations can understand HR development needs to improve competitiveness and adaptability to changes in technology, labor markets, and global dynamics. Skills-based training, leadership development, performance management, and change management are some effective methods to improve individual and organizational capacity.*

*Keywords:*

*Human Resources, Organization, Technology*

## INTRODUCTION

Human Resources (HR) is a key element that determines the success and competitiveness of an organization in a dynamic business environment (Kafetzopoulos, 2023). In this modern era, the existence of HR is not only seen as a workforce that carries out daily tasks, but also as a strategic asset that has a major contribution to the sustainability and growth of the organization (Boselie & van der Heijden, 2024). HR is the center of all organizational activities, from planning, implementing, to controlling business processes (Khang et al., 2023). Therefore, understanding and evaluating the HR situation in depth is an essential step in ensuring that the organization is able to adapt to current and future challenges (Biea et al., 2024). Amidst the rapid development of technology, many organizations face major challenges in HR management (Ali et al., 2023). The Industrial Revolution 4.0 has brought profound changes to the needs of the workforce (Lim, 2023). Traditional roles are starting to be replaced by technology, while the need for a workforce with digital skills continues to increase (Gilli et al., 2024). This has given rise to a significant skills gap in many sectors (Habbal et al., 2024). Organizations are required to periodically evaluate their HR situation in order to identify existing competencies, as well as design development strategies to address these gaps (Pahuja et al., 2024).

In addition to technological challenges, globalization also influences HR dynamics. In an increasingly connected world, competition for the best talent is no longer limited to the local scope, but is now global (Shan & Wang, 2024). Organizations need to compete with other companies around the world to recruit and retain quality employees (Kanter, 2024). This factor drives the need for an in-depth evaluation of employee recruitment and retention strategies. In addition, organizations must also ensure that they have an inclusive HR management system that is able to deal with the diversity of cultures, values, and backgrounds of employees (Umeh et al., 2023). From the internal side of the organization, HR management also faces various challenges (Mer, 2023). One problem that often arises is the high employee turnover rate. Too frequent employee turnover can cause operational disruptions, increased recruitment costs, and loss of organizational knowledge (Daghfous et al., 2023). This shows the importance of organizations to understand factors that influence employee satisfaction and loyalty. By conducting a structured evaluation, organizations can identify the main causes of turnover and design strategic steps to overcome them, such as providing rewards, creating a conducive work environment, and providing career development opportunities.

Frisian Flag Indonesia Company (FFI) is one of the leading companies in the food product industry. milk And nutrition in Indonesia. With experience more from 95 year, FFI plays an important role in providing quality products for domestic and international markets. As part of FrieslandCampina, one of the largest dairy cooperatives in the world, FFI faces the challenge of ensuring business sustainability through effective human resource (HR) management. In recent years, FFI has faced various challenges, such as labor competition, the

need to digitize processes, and maintaining employee loyalty in a dynamic work environment. To support organizational growth, a thorough evaluation of the HR situation is an important step in understanding existing strengths and challenges.

This study aims to analyze the evaluation of human resource (HR) situations as an important process in identifying the strengths and challenges that exist within the organization. The case study studied is Frisian Flag Indonesia Company.

## **METHOD**

The research process stated by Yuliana (2022) and Yuliana et al., (2024) begins with the collection of research data, which is then supplemented through the use of supporting references and interviews with two respondents. In conducting this research, the author used a qualitative approach. Yuliana (2024), Wati et al., (2024), Bali & Yuliana (2024) and Riyanto & Yuliana (2024) define qualitative research as research that is descriptive in nature and often uses analysis. This qualitative descriptive research relies on observations and interviews in collecting data in the field (Nazara & Yuliana, 2024; Fatharani & Yuliana, 2024; Tybah et al., 2024).

Purposive sampling, a sampling technique in which the approach is based on the characteristics of the existing population, is the sampling strategy used in this study (Alfian et al., 2024; Hamdani & Yuliana, 2024; Astri et al., 2024). Data collection involving direct observation, in-depth interviews were conducted to comply with documentation (Oktafianto et al., 2024). The research process stated by Ningsih et al., (2023) and Slamet & Yuliana (2024) began with the collection of research data, which was then supplemented through the use of supporting references and interviews with respondents. The respondents in this study were employees working at Frisian Flag Company . A total of two respondents were involved in this training. Data collection was carried out in October-November 2024.

## **RESULT**

The following are the types of methods Training in Evaluation Situation Source Power Humans implemented in case study companies.

- a. Skill Based Training  
This training is focused on improving the technical or specific skills needed. by employee. This method help in evaluate and identify strengths and areas for improvement in workforce skills. Examples of this training include software training, managerial techniques, or operational skills.
- b. Leadership Development Training Program  
This aiming For identify and develop potential leader in in organization. In evaluation HR, training This important For understanding managerial

- power And challenge faced in management team. This training can include mentoring programs, coaching, and decision-making simulations.
- c. Problem Based Training  
This method encourages participants to work through real problems or case studies faced by the organization. This problem-based training helps employees understand the dynamics of HR challenges in the workplace and how they can provide practical solutions.
  - d. E-Learning Training  
In the digital era, technology-based training, such as e-learning or online training, is one of the effective methods to reach employees in various locations. E-learning allows organizations to provide flexible training on HR management topics such as performance management, skills evaluation, and organizational change.
  - e. Management Change Training  
This aiming For prepare employee face change in the organization. Amidst the challenges of the ever-growing world of work, this training is very relevant in help HR For adapt with changes technology, organizational structure, or changes in the labor market.
  - f. Teamwork and Collaboration Training  
Since HR management does not only rely on individuals, but also the success of teamwork, this training aims to develop communication and collaboration skills among team members. This training can help increase the strength of team synergy and reduce challenges related to group dynamics.
  - g. Performance Management Training  
This training aims to help managers and employees in understanding and managing performance more effectively. In HR evaluation, this training focuses on how to assess and improve individual and team performance to achieve organizational goals.

HR situation evaluation is also an important tool in supporting the organization's strategic planning. By understanding the HR situation holistically, organizations can align HR needs with their long-term goals. For example, if the organization's goal is to become a market leader in digital technology, then HR evaluation can help identify digital skills needs and design strategies to meet them. Conversely, if the evaluation shows that the organization has weaknesses in the work culture, then corrective measures can be taken to create a more conducive work environment. The importance of evaluating the HR situation is also seen in the organization's efforts to deal with changing employment regulations. In many countries, regulations related to workers' rights, welfare, and diversity are increasingly stringent. Organizations need to ensure that their HR policies and practices are in line with these regulations to avoid legal and reputational risks.

A comprehensive HR evaluation can help organizations identify gaps between existing policies and legal requirements, so that corrective measures can

be taken proactively. In this changing world of work, organizations are not only required to manage their HR well, but also to prepare for the future. The concept of workforce planning is becoming increasingly important to ensure that organizations have the right workforce at the right time. HR evaluation is the foundation of this planning, as it provides the data and insights needed to design a long-term workforce strategy.

Overall, HR situation evaluation is a critical step in ensuring that an organization has a strong foundation to face future challenges. By understanding their HR strengths and challenges, organizations can take strategic steps to improve effectiveness and competitiveness. This benefits not only the organization, but also the employees, who feel valued and supported in their career development. Through ongoing training and evaluation, organizations can create an inclusive, adaptive, and innovative work environment, which ultimately supports sustainable growth. Thus, HR situation evaluation is not only a tool to overcome challenges, but also a key to unlocking the full potential of the organization and its employees.

In addition, the work culture in the organization is also an important element in HR evaluation. A positive and inclusive work culture can increase employee engagement and encourage innovation and collaboration. However, building and maintaining a strong work culture requires ongoing efforts. HR evaluation can help organizations identify elements of work culture that need to be improved or strengthened. For example, organizations can evaluate the extent to which the company's core values are applied in daily activities or measure the level of employee engagement in supporting organizational goals. In the context of HR situation evaluation, one approach that is often used is the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This approach allows organizations to identify the strengths possessed by HR, such as technical competence, experience, and adaptability.

These strengths can be used as a basis for formulating further development strategies. On the other hand, SWOT analysis also helps organizations identify internal weaknesses, such as lack of training or lack of diversity of skills. By understanding these weaknesses, organizations can design more effective training and development programs. Opportunities are also an important element in SWOT analysis. Technological developments, for example, provide great opportunities for organizations to improve HR efficiency and productivity through automation and digitalization. However, these opportunities can only be utilized well if the organization has HR that is ready and able to adapt to technological changes. On the other hand, threats such as economic uncertainty, changing employment regulations, or increasingly tight competition in recruiting talent, require serious attention so as not to hinder organizational growth.

## CONCLUSION

Based on the results and discussion above, it can be concluded that human resource (HR) situation evaluation is an important process in identifying the strengths and challenges that exist within an organization. By utilizing analytical approaches such as SWOT, organizations can understand HR development needs to improve competitiveness and adaptability to changes in technology, labor markets, and global dynamics. Skills-based training, leadership development, performance management, and change management are some effective methods to improve individual and organizational capacity.

The managerial implications in this study in the form of a strategic approach to HR management provide benefits not only in creating an inclusive and innovative work environment but also support long-term workforce planning that is aligned with organizational goals. Through comprehensive evaluation and ongoing training, organizations can strengthen their HR foundation as a key strategic asset, drive sustainability, and create significant value amidst increasingly complex global challenges. This study has limitations, so suggestions for further research are to add other variables such as job satisfaction, motivation and employee happiness.

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