



Society as Human Capital in Superior Era

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Abstract

Along with the development of technology, now society has entered the 5.0 era where technology is a necessity that must be owned by every society. Therefore, in order to face the era Society 5.0, every country and region must have superior human resources. This study examines the superiority of human resources in the era of society in terms of mastery of technology and Islamic behavior. This research method uses literature study. The results of the study indicate that the skills that must be possessed in order to achieve superior human resources are the ability of Language Skills, IT Literacy, Writing Skills, innovative, and creative. In addition, other abilities that must be possessed are by instilling religious values in people's lives, both for those who work for companies and those who have their own businesses, such as motivation, religious education, business networks, religious insight, and inculcating al-Islamic values. Al-Qur'an.

Keywords: Superior Era, Society, Business Networks, Religious Insight.

1. Introduction

Globalization is a term that is related to the increasing interdependence and interdependence between nations and people around the world through trade, investment, travel, popular culture, and other forms of interaction, until the boundaries of a country become increasingly narrow. In many ways, globalization has many characteristics in common with internationalization so the two terms are often used interchangeably. As a member country of the World Trade Organization (WTO), Indonesia must open up opportunities for foreign investment and workers to work in Indonesia, and vice versa, Indonesian people or workers can work abroad without any restrictions. Globalization has demanded humans to always be ready to face changes and competition at the international level. If you are not able to adapt, then humans will lose. The same thing will happen to a country/region, if the country/region is unable to manage human resources (HR) that have a global culture and spirit. In order to be able to survive in the era of globalization, the State/Region needs to increase the capacity of its human resources. Human Resources.

In addition to the existence of globalization, other challenges that must be faced by the Indonesian people today are related to technological developments. Until now, there have been several changes in the use of technology, starting from the 1.0 industrial revolution to the 4.0 industrial revolution. After the industrial revolution 4.0, the world community is more familiar with the term Society 5.0 or Society 5.0 is a concept of

community technology that is human-centered and collaborates with technology (Artificial Intelligent and Internet of Things) to solve social problems that are integrated in virtual and real world spaces.

The use of technology for villages must be developed so that the 5.0 community can really be realized and provide many benefits and conveniences in people's lives. However, community development 5.0 really must be supported by quality human resources. The development of Indonesian human resources is currently very necessary, considering the level of competitiveness of the Indonesian workforce is in position 37 out of 60 countries. (Khoirul Anam, 2021) The low competitiveness of human resources in Indonesia is caused by various factors, one of which is the development of human resources which is still not evenly distributed throughout Indonesia. Human resource development can be seen from the value of the human development index in each province. The HDI explains how the population can access development outcomes in terms of income, health, education, and so on. Based on the report from the Badan Pusat Statistik (BPS) from 2019-2021, there are only a few provinces that have a human development index above the National HDI, namely:

Table 1. Human Development Index by Highest Province in Indonesia

Province	2019	2020	2021
Sumatera Barat	72.39	72.38	72.65
Riau	73.00	72.71	72.94
Kep. Riau	75.48	75.59	75.79
DKI Jakarta	80.76	80.77	81.11
Jawa Barat	72.03	72.09	72.45
DI Yogyakarta	79.99	79.97	80.22

Banten	72.44	72.45	72.72
Bali	75.38	75.50	75.69
Kalimantan Timur	76.61	76.24	76.88
Sulawesi Utara	72.99	72.93	73.30
Indonesia	71.92	71.94	72.29

Source: Badan Pusat Statistik, 2022.

Based on the Badan Pusat Statistik report, it can be seen that the HDI of Riau Province is still above the HDI of Indonesia as a whole. However, from several regencies/cities in Riau Province, there are still many regencies that have a level of human development below the provincial HDI, while districts that have HDI values below the provincial HDI are as follows:

Table 2. Human Development Index by Highest District Riau

Regency	2019	2020	2021
Kuantan Singingi	70.78	70.31	70.60
Indragiri Hulu	70.05	69.83	70.01
Indragiri Hilir	66.84	66.54	66.63
Pelalawan	71.85	71.56	72.08
Rokan Hulu	69.93	69.38	69.67
Rokan Hilir	69.40	69.15	69.34
Kepulauan Meranti	65.93	65.50	65.70
RIAU	73.00	72.71	72.94

Source: Badan Pusat Statistik of Riau Province, 2022

Based on Badan Pusat Statistik of Riau Province data, it can be seen that one of the districts that still has an HDI score below the provincial average is Kuantan Singingi Regency. The low level of HDI in Kuantan Singingi Regency indicates the quality of Human Resources is still low, because HDI is determined by the level of education, health and people's income. The better the HDI, the better the human resources in Kuantan Singingi. The low quality of human resources is of course a threat to society and local governments, especially in dealing with competition with various other regions and with other countries.

As a result of the weak quality of human resources, the competitiveness of the workforce in Kuantan Singingi Regency is also low. This is evident from the large number of unemployed in Kuantan Singingi Regency. Along with globalization, the quality of human resources is also one of the development priorities that the Kuantan Singingi Regional government must pay attention to. Quality human resources are development capital, so development strategies should take into account aspects of human resource development, through the educational process, both school education and out-of-school education. However, the facts show that at present conventional education does not contribute to solving existing problems, in fact it widens the existing gap. The development of human resources in the future through school and out of school education must be adapted to the changes that occur in society. The most suitable learning activity in the future is innovative learning that combines anticipatory learning and

participatory learning or learning with others. Non-formal education needs to be more proactive in reforming its vision, mission and strategy to change educational programs that were originally oriented to producing graduates as job seekers (worker society) into an effort to produce graduates who have the skills and abilities to be independent and create jobs (employee society).). Therefore, human resource development through educational programs is expected to produce quality Indonesian people who are not only intellectually intelligent, but also have skills and a positive self-image regarding cultural diversity in facing the era of globalization (Nagib & Tjiptoherijanto 2008).

Table 3. Population Aged 15 Years Old and Over by Highest Education Unemployed in Kuantan Singingi

Level of education	Educational Level of Education	Unemployment	%
Sekolah Dasar	54436	445	0.02
SMP	28876	134	0.46
SMA	52902	1807	3.42
Perguruan Tinggi	23316	905	3.88

Source: Kuantan Singingi Dalam Angka (2022)

Based on the labor force data and the unemployment rate above, it is clear that the workforce in Kuantan Singingi district is still dominated by workers with elementary and high school education levels. Uniquely, the workforce that is mostly unemployed or unemployed is the workforce who have graduated from college and high school. This condition must of course get attention from the government, so that every community gets a decent job, so as to improve the welfare of the community.

The high unemployment rate in Indonesia is not only caused by limited employment opportunities, but also due to the unpreparedness of prospective workers to fill jobs in accordance with the specifications of skills and skills required by job providers. With the majority of the maximum educational background only reaching the high school level, it is difficult to expect job seekers to be able to compete with job seekers with higher education. Even those with diploma and undergraduate education do not guarantee that they will be able to fill work needs if they are not supported by the skills and skills needed by job providers (Prianto, 2019).

he challenges that must be faced by job seekers and unemployed in Indonesia will be even higher if the labor market in the region is truly open. The level of competition between prospective workers from within the country and prospective workers from abroad will be higher. To anticipate the intense competition in the field of employment in the future, it is necessary to have early readiness of

prospective workers to enter the labor market. Anticipating the preparation of prospective workers is very necessary so that the unemployment rate does not increase due to unpreparedness to work

Observing the still high unemployment rate with a higher education background (above SMA), this also indicates a gap between the skills desired by job providers and the skills of job seekers. It seems that job seekers need to have additional education to enter the job market. Employers often still have to provide additional education and training to job seekers before they actually engage in work activities. This shows the problem of readiness to work from job seekers. Therefore, a study is needed to find out how the readiness to work of prospective workers is needed. Readiness to work from those who are currently studying, both in formal and non-formal educational institutions; it is necessary to know immediately so that we can take early steps in preparing prospective workers to enter the job market.

Based on the problem of unemployment and also the problem of the low level of competitiveness of human resources in Kuantan Singingi, the low quality of human resources in Kuantan Singingi Regency is triggered by the incompetence of the workforce in society in the field of technology, so that the existing workforce tends to be marginalized or marginalized. In addition, Islamic behavior at work is also an added value for the workforce to compete in this era of globalization. Therefore, it is necessary to develop human resources, in order to achieve competitive advantage. This is important to face competition in the midst of globalization and technological changes that are increasingly developing.

2. Research Methods

This study uses a descriptive analytical method, which is a method that describes the results of problem analysis in order to answer research problems. In this case, analyzing the problem of Society as Human Capital in Superior Era in terms of Technology Mastery and Islamic Behavior at Work. Obtaining data is done through library research methods (library research). Secondary data comes from various information obtained from internet media related to research.

3. Results and Discussions

Human resource development is identical with increasing human capacity which is seen based on various human abilities such as hard skills and soft skills possessed by humans themselves. This ability will be a provision for humans to get a suitable and decent job. Based on an analysis of the problems that occurred in Kuantan Singingi Regency, there are several components that are critical success

factors in the world of work, especially in the era of society 5.0. These components are:

Mastery of Community Technology in Improving the Excellence of Human Resources

The rapid evolution of information and communication technology brings drastic changes to society and industry. Digital transformation will create new values and become a pillar of industrial policy in many countries. In anticipation of such a global trend, "Society 5.0" was presented as a core concept in the 5th Basic Plan of Science and Technology, which was adopted by the Cabinet of Japan in January 2016. It was identified as one of the growth strategies for Japan. Society 5.0 is also a core part of "Investment Strategy for the Future 2017: Reforms to Achieve Society 5.0" (Fukuyama, M., 2018).

The era of society 5.0, is the industrial revolution formulated by Japanese Prime Minister Shinzo Abe and inaugurated in January 2019, is an era of synergy between humans and technology, in this case it is considered a more humane way out because it can bridge humans as creators and users of technology to produce new values that can reduce the economic gap between humans with the use of these advanced technologies. Society 5.0 seeks to improve the quality of life, not only of the people involved in industrial processes but also of society as a whole. It can be concluded that Society 5.0 is interaction and collaboration between humans and machines, in this case technology becomes an important part of human life.

Technological progress to reach the era of society 5.0 is of course not without the impacts arising from the use of technology in human life. according to (Rezky et al., 2019) states that the fourth generation industrial revolution not only provides opportunities, but also challenges for the millennial generation. The progress of science and technology as a trigger for the industrial revolution is also followed by other implications such as unemployment, human vs machine competition, and increasingly high demands for competence.

According to Kasali (2018), disruption is actually related to innovation that will replace the entire old system in a new way. Disruption replaces old technology that requires material or physical requirements, with new digital-based technology that is increasingly easy to operate, cheap, fast, and efficient. Therefore, the presence of the phenomenon of disruption also has the potential to replace old players with new players in various fields of life, especially in the business world.

Each generation will face different demands, according to the challenges of life, situations and conditions prevailing at that time; which automatically also affects the development of

science and technology. The development of science and technology will forever accompany life in response to various life problems experienced by each generation. Therefore, it is understandable that the first generation will study the existing science and technology relevant to the needs of the time. Likewise, the millennial generation must also study the science that develops in the current era, so that its presence is compatible with the demands that develop in the millennial era. Then, the rapid development of science and technology can provide opportunities for the previous generation to adapt, so that the previous generation is also expected to be able to compete with the current generation. Advances in science and technology are not meant to kill the previous generation, but to be a trigger to keep up with change.

Meanwhile, according to Kasali (2003), readiness to change is influenced by the extent to which a person is able to adopt the latest knowledge and technology. To deal with this trend, Kasali (2005) suggests the need for an early introduction to the latest knowledge and technology through various levels of education. Those who are slow in utilizing information and communication technology will certainly not be able to become the main actors in modern life. In other words, the current generation must be able to optimize the use of information and communication technology. They also have to build their spirit and character to get used to being someone who has the drive to be the best and foremost. This is what the world of education must cultivate so that from there a generation can be born who are able to appear as actors in life, not just as spectators in life.

In general, generations born before the millennial era will have the potential to experience stuttering, or even shock in mastering the latest science and technology. This is commonplace, because they carry attitudes and behaviors that are based on the prevailing science and technology and were studied at the time. That is, guidelines for attitudes, values, and behavior; and science and technology controlled by our parents or grandparents who may have been part of the baby boomers, or generations after that; definitely no longer compatible with the situations and conditions that occur in the millennial era. This is the main cause of stuttering in the face of a changing world. Stuttering for change can actually be experienced by anyone, including those of us who are part of today's millennial generation. This will happen if we do not have the readiness to learn the various sciences and technologies needed in the current era. This paradigm expressly carries an important message to the world of education so that it quickly adapts to various new trends that are developing in the life of the global community.

Based on the emerging paradigm and seeing the challenges in industrial development, one of the main capitals of human resources (community) is to have mastery of basic technology skills. Mastery of these basic technology skills must also be encouraged with a creative mindset. This creative mindset is a prerequisite for competence in the 21st century that focuses on problem solving, collaboration, critical thinking, and creative abilities.

In Kuantan Singingi Regency, there are problems that arise regarding human resources. According to the Riau Province human development index data, Kuantan Singingi Regency still does not meet the Riau Province human development index standard. Therefore, in terms of resource development, the Kuantan Singingi Regency Government has a major role. One of these roles is to prepare people who are able to keep up with technological developments and globalization that continues to innovate. A generation that has the readiness to change, is ready to work, and has a strong entrepreneurial orientation will certainly contribute greatly to strengthening the competitiveness of a nation in general and Kuantan Singingi Regency in particular. If a generation has strong competitiveness, surely it will not hesitate to live in a global community.

Generations that have the ability to think critically, creatively, and innovatively will usually have a good ability to deal with and adapt to various changes that develop in society. For this reason, the Kuantan Singingi Regency Government needs to develop the community so that it has the quality to face global competition and social change and to incorporate the latest technology. According to (Gunn, 2009) Rapid change requires workers, and prospective workers to get used to updating new ways of working and skills in line with growing demands in society. This requires workers and prospective workers to really have high work readiness, which is characterized by active-proactive, creative, and innovative behavior. By having this capability, both the organization and the workers will exist in an increasingly fierce competition arena.

Along with the development of industry into the era of society 5.0, the main component that must be developed is humans. Humans who are able to create new value through technological developments can minimize gaps in humans and economic problems in the future. It seems difficult to do in a developing country like Indonesia, but that doesn't mean it can't be done. Era Society 5.0 requires three main abilities that every individual needs to possess, namely: creativity, critical thinking, communication and collaboration.

Individuals with an adaptive mindset tend to view achievement as a result of effort and learning, not simply because of talent and destiny. Individuals who see themselves can achieve anything as long as they are willing to try and learn. This kind of attitude will be able to grow the ability to adapt to change and be able to learn and achieve whatever we want. (Musta'in, et al. 2022)

Meanwhile, Suherman et al (2020) stated that there are several abilities that must be possessed by a person to be able to become a superior resource in the era of society 5.0. namely as follows: 1) Leadership, 2) Language Skills, 3) IT Literacy, 4) Writing Skills. Seeing the important role of technology in the era of society 5.0, it requires every community and government to be able to have various skills such as: 1) Language Skills, 2) IT Literacy, 3) Writing Skills, 4) innovative, and creative. All of these components are needed to create a superior society in facing the era of society 5.0.

1. Language Skills,

Foreign language skills must also be prepared, especially for English. After 2020, it is estimated that cognitive abilities will be the most needed skills, followed by system skills, complex problem solving, content skills, and process skills. It also shows that to face the industrial era 4.0, human resources are needed who have flexible cognitive abilities, good logic of thinking, sensitive to problems, and the ability to master international languages such as English, Dutch, Japanese, Korean, French, Chinese and other countries.

The era of the Society 5.0 revolution emphasizes the development of cognitive abilities skills to improve the quality of human resources in entering the Society 5.0 era, forcing humans to enter two worlds, namely the real world and the virtual world. The internet of things that opens up connectivity for anyone around the world makes everyone have to have universal language skills. Furthermore, cognitive abilities will provide opportunities and convenience for each individual to interact and understand each problem condition, so that the alternative solutions offered will also be relevant according to the problems faced. From the point of view of social change, cognitive abilities skills will provide a more comprehensive impetus for each individual to take a more flexible attitude.

Along with globalization and openness due to the era of Society 5.0 which gives human freedom to be able to interact with other people in various parts of the world. This freedom can be an opportunity or a challenge for every community, either to get an education, or to carry out economic activities. In order to improve the ability of the community to get education using online media, such as participating

in training held by various training institutions, both those located abroad and those held by local and national governments. If the trainings are held by foreign parties, then the people participating in the training must master a foreign language, such as English or Mandarin.

In the economic field, by mastering foreign languages, people can freely carry out economic activities with various communities in various parts of the world. For example, people can easily sell Micro, Small and Medium Enterprises (MSME) products abroad. Mastery of foreign languages will also help MSME owners to participate in international events to introduce their MSME products. Thus the ability of MSMEs to cooperate and even compete with large companies will be higher. The existence of MSMEs can of course become the backbone of development and become a pillar for increasing economic growth both locally, regionally and nationally. In addition to meeting people's needs for certain products, the existence of highly competitive MSMEs will later open up jobs and reduce unemployment.

The language skills possessed by the community will be very useful when the era of Society 5.0 and globalization takes place. Along with openness in the era of Society 5.0, people from various countries can work in other countries. Foreign language skills are needed for people who want to work in other countries. People who work in the regions must also have good foreign language skills, considering that in the era of Society 5.0, foreign workers can also work in Indonesia, so that local workers are faced with competition that occurs with foreign workers. If local workers cannot speak a foreign language, it will be difficult for them to adapt to foreign workers. In addition, many investors who currently come from abroad require their workers to be able to speak foreign languages. To be able to enter the era of Society 5.0, language skills are the main requirement to be able to compete. This is due to the freedom for everyone to enter areas outside their country.

In addition to MSMEs and workers, local people, especially Kuantan Singingi, must be able to speak foreign languages. This is based on the potential of Kuantan Singingi which has various tourism potentials that can be promoted to foreign countries. Based on the report from the Central Bureau of Statistics of Kuantan Singingi, in 2021 there will be 21 hotels in Kuantan Singingi, in addition, there are also historical places in Kuantan Singingi district, which are spread over each sub-district, with a total of 94 historical attractions. In addition, there are also about 100 cultural and natural attractions scattered throughout the Kuantan Singingi area. (Kuantan Singingi in Figures, 2022).

Seeing the tourism potential in Kuantan Singing

today, it is very important for the community to have foreign language skills. With foreign language skills, people will be able to easily interact and communicate with foreign tourists. This will make it easier for tourists to get services at each tourist attraction. In the end, tourists from within the country and from abroad will be happy to visit Kuantan Singingi. In line with the development of human resources, especially in increasing foreign language skills for the community, what does not escape and needs attention is the improvement and improvement of the quality and quantity of tourism destinations in Kuantan Singingi. With this increase, it will provide output which will ultimately be felt by the community, especially MSME actors in tourism locations. In addition, well-managed tourism potential will also open up job opportunities for local workers who have good skills and language skills.

2. IT Literacy

Openness of information from various countries through technology, makes people from various countries able to access information about a country. This of course can be an opportunity as well as a challenge that must be faced by the community. People who lack technological capabilities, especially information technology, will find it difficult to compete with people from other regions and countries in the world. The existence of information technology in the era of society must really be used by the people of Kuantan Singingi to be able to improve the economy and create jobs for the community.

The public can take advantage of the freedom of access to information to obtain profitable new business opportunities, as well as utilize information technology to promote local products to various other regions and abroad. As previously explained, Kuantan Singingi has 94 historical attractions and 100 cultural and natural attractions spread throughout the Kuantan Singingi area. However, the number of tourism visits to Kuantan Singingi is still inferior to other regions, such as West Sumatra, as well as from other regencies in Riau Province. Based on the hotel room occupancy rate in Kuantan Singingi, the average hotel occupancy only reached 23.27% of the 349 hotel rooms available. This means that tourist visits to Kuantan Singingi are still very minimal. The existence of this tourism potential, of course, must be a special concern for the government, so that all existing tourism potential can be utilized to improve the economy and create jobs for the community. Based on a situational analysis of this tourism problem, one of the causes of the low number of visits to tourist destinations in Kuantan Singingi Regency is that the publication of tourism objects in Kuantan Singingi is not yet optimal. Optimizing this publication certainly requires

information technology media that can reach all potential tourists scattered in various parts of the world.

In addition to tourism, the ability or skill of information technology is also very much needed by the community or workforce. With good technology skills, people can easily access job information in Kuansing, Riau, as well as nationally and internationally. In addition, nowadays the ability to use technology and information is a necessity for companies. Therefore, every candidate must be able to use technology and information.

Seeing the importance of information technology for the development of regional potential, the economy, and the workforce. So the government of Kuantan Singingi must be able to improve the ability to use information technology for the community, especially for workers. One of the steps that the government can take is to improve the skills or abilities of the community in the field of information technology. Efforts to increase community capacity in the field of information technology that can be carried out by local governments are by increasing training, courses or similar activities for prospective workers in Kuantan Singingi Regency.

The consequence of the industrial revolution 4.0 era is the mastery of IT Literacy. Although he does not have academic ability in the field of information technology. However, to be able to compete, IT capabilities must be developed. IT literacy is a focus on the concept of Society 5.0. IT literacy is an important part of Cognitive Flexibility (Mental Flexibility). The brain's ability to shift from thinking about one thing to another, especially when a new and unexpected work-related condition arises.

The Industrial Revolution 4.0 is an industry that combines automation technology with cyber technology. This is a trend of automation and data exchange in manufacturing technologies, including cyber-physical systems, internet for everything or Internet of Things (IoT), cloud computing and cognitive computing. Industry 4.0 produces "smart factories". Within a modular structured smart factory, cyber-physical systems oversee physical processes, create virtual copies of the physical world, and make decisions that are not centralized. Through the internet for everything (IoT), cyber-physical systems communicate and cooperate with each other and humans simultaneously. Through cloud computing, internal and cross-organizational services are provided and utilized by various parties in the value chain.

Currently there are several programs and activities in order to increase the potential of the Kuantan Singingi area by using information technology. These programs and activities are in line with the

national program, namely village satellite internet. Examples of these programs and activities are the signing of an MoU (memorandum of understanding) document between Sungai Buluh BUMDes and PT. Arta Comindo. Another example is the Riau Provincial Government disbursing IDR 75 million for BUMDes in Riau in the Riau Digital program. The Kuantan Singingi Regency Government encourages BUMDes to participate in the Riau Digital program. Overall, with this village satellite internet, it is hoped that the community can easily access various information to market their superior products, such as MSME products, BUMDes, and tourism potential in Kuantan Singingi. In addition, the government has also issued Kuantan Singingi Regent Regulation No. 42 of 2017 concerning Guidelines for Community Empowerment through Management of Appropriate Technology. This aims to support the effective use of technology for business actors.

It is hoped that this village satellite internet program and appropriate technology can be utilized properly by the community to improve their skills or ability to use information technology. This capability is also expected to increase community productivity, both for business actors and for job seekers, so that they can obtain information and develop the potential of the region. For workers, this technological ability is needed in the world of work, because many companies require information technology skills.

3. Writing Skills,

One of the abilities that must be possessed by entrepreneurs or anyone in this 4.0 and 5.0 era is Writing Skills. Writing skills can be used as a support for self-development and business. Writing can express an idea or new innovation ideas that can be developed through Society 5.0. Writing skills do not only focus on published scientific writing. Although the level of scientific publications of a country reflects the level of public education and the quality of education, it does not mean that writing skills are only concentrated on scientific works. The concept of writing skills upholds the freedom in writing that is adjusted to the applicable rules, norms and values. To create a good writing, it takes unlimited resources and literacy. Literacy is very necessary in the era of the industrial revolution to appreciate the very fast changing world.

With the ability to write, it will provide emotional sensitivity and critical thinking. Ability to write using logic and business development reasoning related to current issues, and increase creativity in writing new ideas, thoughts and objects for product development, process or interaction with the environment. Writing skills encourage us to generate and express new ideas that are original, clear (intelligible) and recommend mind-

appreciating activities through writing or publications that are useful for self-development and the world.

4. Innovative, And Creative,

As stated by Suyanto (2015), the country's superiority in the MEA era will largely be determined by human resources who are innovative and creative, able to build networks, and master the latest knowledge and technology. Furthermore, said by Suyanto (2015), creativity and innovation, the ability to build networks, and mastery of knowledge and technology each contribute to the country's advantage by 45%, 25%, and 20%.

Based on the 2021 Global Innovation Index report, placing Indonesia in 87th rank out of 132 countries surveyed. This position is down from 2020 which put Indonesia in 85th place out of 131 countries. Meanwhile, Indonesia ranks 27th among 34 economies of the upper middle income group. This position dropped dramatically from 2020 which put Indonesia in 9th place out of 29 countries in the upper middle income group. Meanwhile, for Southeast Asia, East Asia, and Oceania. Indonesia is ranked 14th out of 17 countries. The data above shows that the ability to innovate Indonesian human resources lags behind compared to neighboring countries. Overall, Indonesia has not yet fully implemented a culture of innovation and creation.

In terms of creativity indicators, Indonesian human resources are also lagging behind when compared to Singapore, Malaysia, Thailand, the Philippines, and Vietnam. The talent and ability to utilize Indonesian technology also lags behind when compared to neighboring countries. The lack of ability to innovate, create, and utilize information technology has a direct impact on the quality of economic activity, entrepreneurial culture, and job opportunities.

Innovation and creativity are basically needed for all fields, including the business sector. The existence of innovation and creativity is a business strategy. According to Sumar'in, et al. (2021) every business should have a strategy that is adapted to the typical business and the time in which the business operates, and also the target customer factor will be very important to maintain if the business is to progress with the usual ordinary resources. Why is the answer simple? Because business execution is not well thought out, this business will quickly be abandoned by competition and a time where businesses always adapt to adapt to the context and mission as well as the content being sold. Preparing both short-term and long-term goals is very helpful, especially planning and investing in superior human resources to face the difficult era due to COVID-19. Thus, both for short-term and long-term business goals to generate large profits, must refer to the total vision and

mission so that the business has time to set its long-term business goals. Business owners themselves have to plan for the future and imagine what success should look like from here on out and to achieve something with great potential.

When asked what the long-term goals of a business are, the answer is that long-term business strategies are used to steer the business in an agreed-upon direction for the future. For example, the desired outcome is achieved and usually using a joint study and a plan established between the first year and the following year of at least ten years. Managers will easily say that consumers in their current state can provide the right choice price if it is expensive. Another way to change consumer behavior is to improve the quality of goods or add value to the products sold. Providing goods can also help increase consumer attention so that it can slowly change minds and consumers towards the goods and services offered. It is a series of ways to keep a business afloat even in times of crisis and economic downturn.

Many studies suggest that non-profitable businesses achieve their ultimate goals when the business owner has not explicitly defined and defined long-term business goals. Academically, developing a framework for a long-term business plan can be done in a variety of ways and methods presented by various firms with proven results. One of the most straightforward business owners probably should be able to define his business vision. As a business person, anyone should be able to define his or her business vision to a minimum. In addition to the business vision, the business owner's vision must be determined by him because no matter how good the business vision is, but if the driver's vision cannot be determined, the main business goals will be difficult to achieve. The ability to determine long-term and short-term business goals must be properly understood and applied to obtain business profitability and sustainability.

Islamic Behavior in Increasing the Excellence of Human Resources

The era of disruption or the era of the Industrial Revolution 4.0 took place very quickly and erased all the old principles that were victorious and powerful and replaced them with a new pattern of order. Digital technology is the motor of the Industrial Revolution 4.0 movement, artificial intelligence combined with the internet of things (IoT) backed up with big data is able to process data on a giant scale and describe a virtual condition and provide solutions for making decisions that are right, effective and efficient.

In connection with the above, developed countries began to make and follow the changes. Society 5.0/Masyarakat 5.0 is a concept of a human-centered and technology-based society developed

by Japan. And Society 5.0 is an era where all technology becomes part of humans themselves. The internet is not just for sharing information but for living life. In Society 5.0, new values and lifestyles created through technological developments can minimize human disparities and economic problems in the future. It sounds difficult to do, considering that currently the problem is still happening, especially in developing countries like Indonesia. but that doesn't mean it can't be done. Japan itself has proven as a country with the most advanced technology today. Of course with that. Japan will certainly continue to develop technology until the Society 5.0 concept can be fully realized.

The development of information and communication technology is currently growing rapidly along with the discovery and development of science in the field of information and communication so as to be able to create tools that support the development of information technology, ranging from communication systems to unidirectional and two-way (interactive) communication tools. . This progress has provided convenience and prosperity for human life as well as a means for human perfection as servants of Allah and His caliph. Because God has given the gift of pleasure to humans that are complementary, namely the gift of religion and the enjoyment of technology. One of the implications of the word of God in the Qur'an Surah Ar-Rahman Verse 33, namely:

يَمَعَشَرَ الْجِنِّ وَالْإِنْسِ إِنِ اسْتَطَعْتُمْ أَنْ تَنْفُذُوا مِنْ أَقْطَارِ
السَّمَوَاتِ وَالْأَرْضِ فَانْفُذُوا لَا تَنْفُذُونَ إِلَّا بِسُلْطَانٍ ﴿٣٣﴾

Meaning: "O congregation of jinn and humans, if you are able to penetrate (cross) the corners of the heavens and the earth, then cross it, you cannot penetrate it except with strength." (Surah Ar-Rahman: 33)

The verse is a recommendation for anyone who works in the field of science and technology, to try to develop abilities as far as possible so that they penetrate (cross) the corners of the heavens and the earth. However, the Qur'an warns that humans should be realistic, because no matter how good the plan, if the equipment is not prepared, it will be futile. This completeness is what is meant in the verse by the term sultan, which according to one opinion means power, strength, namely science and technology. Without mastery of science and technology, do not expect humans to get their desire to explore outer space. Therefore, humans are challenged to be encouraged to always develop science and technology.

The strategy of the Islamic religion to anticipate the

development of communication technology by:

- a. Motivating the creativity of the people with Islamic values as a reference
- b. Educating skills, utilizing communication technology products for the welfare of human life.
- c. Creating a strong network between religious teachings and communication technology.
- d. Instilling broad insight into the future life of mankind through the ability to interpret religious teachings from pure and contextual sources of teachings with the future of human life.
- e. The practice of the values of the Qur'an The values of the Qur'an that are understood are truly in accordance with contextuality, not rigid and scary values. The values that make Muslim behavior are called individuals who have good morals. The teachings contained in the Qur'an are the guidelines of the universe. If practiced, it will form a character that is *sakinah, mawaddah wa rahmah*. These characteristics are called moderate behavior. Characters like this are what the millennial generation must have in welcoming the era of society 5.0.

In the context of Islam, what is said to be superior human resources is when someone is able to balance science and technology with morals. There is no gap or superiority between science and technology and morality. If we look at the history of the sending of the Prophet Muhammad SAW to this earth, namely to perfect human rights. In the era of society 5.0, the existence of morality (*akhlaqulkarimah*) is the main point that must be prioritized. This is because morality is the difference between humans with one another. We hope that the more advanced science and technology, the more advanced human morality will be. So that in harmony with the progress of science and technology with morals, superior human resources will be realized.

4. Conclusion

The era of globalization and society 5.0 requires every country and region to have superior human resources. Therefore, in order to create superior human resources, it is necessary to have Language Skills, IT Literacy, Writing Skills, innovative, and creative abilities. In addition, other abilities that must be possessed are by instilling religious values in people's lives, both for those who work for companies and those who have their own businesses, such as motivation, religious education, business networks, religious insight, and inculcating al-Islamic values. qur'an.

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